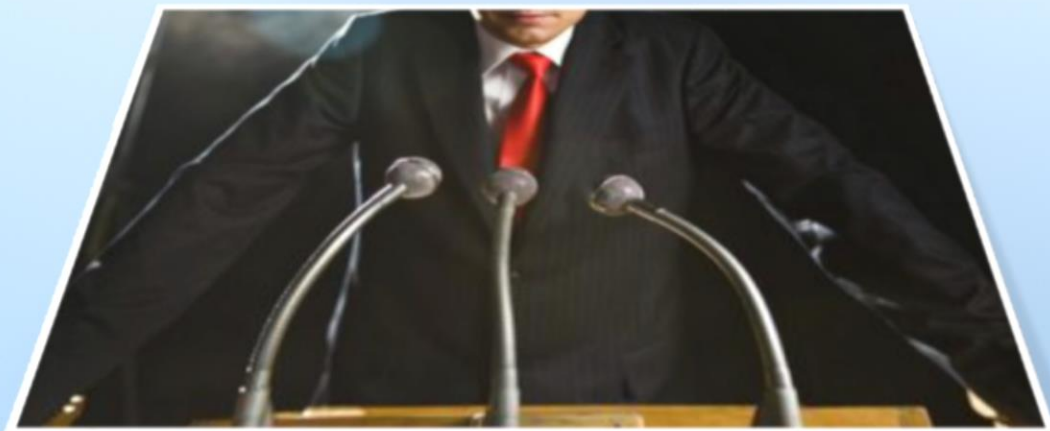


CRISIS SPEECH GUIDE

ALSO INCLUDES
POWERPOINT
TEMPLATES



Please use the PDF version of this document if you don't have access to Microsoft Word or if you prefer a PDF formatted document for the device you are using to take this course. Thanks

Introduction to this Crisis or Delivering Bad News Speech Exercise Guide:

Welcome to your **Crisis or Delivering Bad News Speech Exercise Guide**. Please only use this guide once you have finished all (or most) of the lessons in Act 1 through Act 10. This document will help you come up with speech scripts, slides and delivery ideas for your speech.

Please note that there are 3 optional PowerPoint templates that you can use to create your crisis or delivering bad news speech slides (if applicable). If you prefer, you can also access/customize/use more than 50 additional templates in Act 12, which is the resources section of this course.

How this Crisis or Delivering Bad News Speech Exercise Guide Book is Structured:

As you know, there are 12 parts (called "Acts") in this course. We will apply the concepts you have learned in this course from Act 1 through Act 10 in this Crisis or Delivering Bad News Speech Exercise Guide as follows (this is why I really want you to please finish as many of the lectures in Acts 1 through 10 before reviewing this Crisis or Delivering Bad News Speech Exercise Guide). Thanks

There are 10 parts to this Crisis or Delivering Bad News Speech Exercise Guide as follows:

PART 1 of 10: Crisis or Delivering Bad News Speech Guide Audience:

(Identifying and identifying with the audience methodologies are taught in Act 1 of this course): We will identify and identify with your audience (your customer/target market for your crisis or delivering bad news speech) in part 1 of this guide.

PART 2 of 10: Crisis or Delivering Bad News Speech Guide

Purpose: *(Purpose of the speech methodologies are taught in Act 2 of this course):* We discuss the goal/purpose of your crisis or delivering bad news speech in part 2 of this guide.

PART 3 of 10: Crisis or Delivering Bad News Speech Guide

Content: *(Content speech methodologies are taught in Act 3 of this course):* We will cover what content to include in your crisis or delivering bad news speech in part 3 of this guide.

PART 4 of 10: Crisis or Delivering Bad News Speech Guide Slides: (*Slide methodologies are taught in Act 4 of this course*): We will discuss making incredible slides using many proven examples in part 4 of this guide. If you are not going to make slides for your crisis or delivering bad news speech, then please skip this part of the guide. Thanks

PART 5 of 10: Crisis or Delivering Bad News Speech Guide

Confidence: (*Confidences speech methodologies are taught in Act 5 of this course*): We will learn how to be in peak confidence mode in part 5 of this guide.

PART 6 of 10: Crisis or Delivering Bad News Speech Guide

Delivery: (*Speech delivery methodologies are taught in Act 6 of this course*): We will discuss how to deliver your crisis or delivering bad news speech + using the best body language in part 6 of this guide.

PART 7 of 10: Crisis or Delivering Bad News Speech Guide

Questions: (*Q&A session and transition words speech methodologies are taught in Act 7 of this course*): We will discuss how to do well in the Q&A session of your crisis or delivering bad news speech (if applicable) and how to use transition words and frameworks to answer questions (again, if applicable to your crisis or delivering bad news speech) in part 7 of this guide.

PART 8 of 10: Crisis or Delivering Bad News Speech Guide

Preparation: (*Speech preparation methodologies are taught in Act 8 of this course*): We will discuss how to prepare and be aware so you can deliver a perfect crisis or delivering bad news speech in part 8 of this guide.

PART 9 of 10: Crisis or Delivering Bad News Speech Guide

Appearance: (*Speech attire and nutrition tips are taught in Act 9 of this course*): We will discuss what to wear + nutrition tips and more in part 9 of this guide.

PART 10 of 10: Crisis or Delivering Bad News Speech Guide Post

Presentation to Dos: (*Post speech to do ideas are taught in Act 10 of this course*): We will ensure that your crisis or delivering bad news speech goals are met (if applicable) in part 10 of this guide.

Crisis or Delivering Bad News Speech Suggestion: If there was a concept covered in the course that you watched and wanted to include in your crisis or delivering bad news speech...but you can't recall where you saw it in the course, then please open the document attached to Act 12 called "PDF INDEX FILE" per this image, which should help you find the topic(s) of interest:

PDF-INDEX-FILE.pdf (page 1 of 20)

PDF-INDEX-FILE.pdf

Index for: *The Complete Presentation and Public Speaking/Speech Course*

Topic (Sorted Alphabetically)	Lecture the Topic is Mentioned In:
31 CRUCIAL Things to Pack/Bring/Prepare the Day Before Your Speech	Lecture 153: 31 CRUCIAL Items to Pack/Bring/Prepare the Day Before Your Speech
Abbey Road (Example of Content & Incredible Attention to Detail & Themes)	Lecture 38: Themes, Memes and Scenes
Acronym Generators	Lecture 32: Creating DIFFERENT Content (The "D" in C.I.D.E.R.)
Adding Breaks in a Presentation	Lecture 103: Take Many Breaks DURING the Presentation
Adding Interesting Content	Lecture 31: Creating INTERESTING Content (The "I" in C.I.D.E.R.)
Adding Notes to Keynote Presentation	Lecture 1: What this Course Will Teach You (One Speech Can Change Your Life & Many Others!)
	Lecture 89: Slide Case Study #6: Corporate Keynote Software Presentation Slides
Adding Text to Images	Lecture 24: Starting with a Powerful Image
Adding Videos to Keynote	Lecture 93: Slide Case Study #10: Making Videos for Presentations Discussion (Free Course)
Adding Videos to PowerPoint	Lecture 93: Slide Case Study #10: Making Videos for Presentations Discussion (Free Course)
Advanced PowerPoint Features (Using My Intro to Finance Course Slides)	Lecture 85: Slide Case Study #2: My Animated Intro to Finance Slide Creation Discussion
Advanced PowerPoint Features (Using My TEDx Talk Presentation Slides)	Lecture 84: Slide Case Study #1: My TEDx Talk Slide Creation Discussion
Al Pacino Starting a Speech with Inspiration	Lecture 17: Starting with Inspiration and Motivation
Aligning Images (Using PowerPoint)	Lecture 59: [OPTIONAL] How We Used PowerPoint to Create the Slides in the Previous Lecture
Animating Slides (Using Keynote's Magic Move Feature and Other Features)	Lecture 61: [OPTIONAL] How We Used Keynote to Create the Slides in the Previous Lecture
Animating Slides (Using PowerPoint Morph Feature)	Lecture 59: [OPTIONAL] How We Used PowerPoint to Create the Slides in the Previous Lecture
Animating Slides (Using Powtoons)	Lecture 70: SLIDES THAT WORK: C. for Consistency
	Lecture 71: [OPTIONAL] How We Used Powtoons to Create the Slides in the Previous Lecture
Animating Slides (Using Prezi)	Lecture 68: SLIDES THAT WORK: M. for Minimalism
	Lecture 69: [OPTIONAL] How We Used Prezi to Create the Slides in the Previous Lecture

Page 1 of 20

Index for: *The Complete Presentation and Public Speaking/Speech Course*

Introduction:

I'm not a PR or a public relations expert by any means. But I've seen a lot of executives answering questions, when there is a crisis or potential crisis occurring with their company, or their product, or their service. And there's definitely an art to this.

I've seen CEOs turning a crisis weakness into an incredible strength. Or at least a less bad situation. For example, if the question is about a product that had an issue that really hurt the integrity or health of the brand, the CEO could respond by saying this:

"Thank you for the question. Here at XYZ Company, we have always had the highest quality products in the industry, as our products are tested three times each before we sell them. Unlike the competition that only test the product one time...(et cetera)."

You get the idea. Separately, please never mention the competition's name.

Brief Crisis Case Study:

A great crisis case study was when the late great CEO of Intel, Andy Grove, dealt with a crisis of an issue with the flaw in Intel's Pentium Processor in 1994.

The screenshot shows the front page of The New York Times Business Day section. The main headline is "COMPANY NEWS; Flaw Undermines Accuracy of Pentium Chips" by John Markoff, published on November 24, 1994. The article discusses a circuitry error in Intel's Pentium chips that causes inaccurate results in certain rare cases. A sidebar on the right contains social media sharing options for Facebook, Twitter, Google+, Email, Share, Print, and Reprints. The top navigation bar includes links for Home Page, Today's Paper, Video, Most Popular, and U.S. Edition.

HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR U.S. Edition ▼

The New York Times **Business Day**

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

DealBook Markets Economy Energy Media Technology P

COMPANY NEWS

COMPANY NEWS; Flaw Undermines Accuracy of Pentium Chips

By JOHN MARKOFF,
Published: November 24, 1994

Correction Appended

SAN FRANCISCO, Nov. 23— An elusive circuitry error is causing a chip used in millions of computers to generate inaccurate results in certain rare cases, heightening anxiety among many scientists and engineers who rely on their machines for precise calculations.

The flaw, an error in division, has been found in the Pentium, the current top microprocessor of the Intel Corporation, the world's largest chip maker. The chip, in several different configurations, is used in many computers sold for home and business use, including those made by I.B.M., Compaq, Dell, Gateway 2000 and others.

The flaw appears in all Pentium chips now on the market, in certain types of division problems involving more than five significant digits, a mathematical term that can include numbers before and after a decimal point.

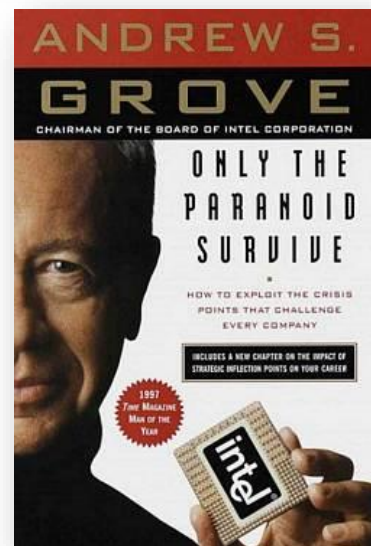
FACEBOOK
TWITTER
GOOGLE+
EMAIL
SHARE
PRINT
REPRINTS

The Pentium Processor actually miscalculated certain incredibly complex calculations. Andy Grove went on all of the major business news programs to discuss the strategy for dealing with this issue for his crisis management / damage control strategy.

What was incredible was how much goodwill Mister Grove created for Intel. Many people had never heard of Intel back then; Andy Grove unintentionally (brilliantly) created a free PR campaign similar to how Apple introduces a product and the media is all over it.

Separately, Andy Grove wrote about crisis management in one of my favorite business books ever, called “[Only the Paranoid Survive](#).” Please read it if you get a chance. It actually deals with the Michael Porter Five Forces model and it adds one more force which is a strategic inflection point (meaning dealing with a crisis).

Andy Grove also discusses his company’s other major crisis many years before the Pentium flaw incident when Japanese companies were competing aggressively with Intel with price discounts in the 1970s and 80s in the DRAM market. Intel couldn’t compete; it was a strategic inflection point for Intel. Instead, Intel transitioned to make processors which is the brain of the computer. It’s a great read and deals with crisis management. God bless Andy Grove. Thanks



Great Crisis Management Speech from Al Pacino:
<https://www.youtube.com/watch?v=e2K5Rt8Mog8>

PART 1 OF 10: AUDIENCE

WE WILL IDENTIFY AND IDENTIFY WITH YOUR AUDIENCE (YOUR CUSTOMER/TARGET MARKET FOR YOUR CRISIS OR DELIVERING BAD NEWS SPEECH) IN PART 1 OF THIS GUIDE.

Crisis or Delivering Bad News Speech Suggestion: For help with identifying characteristics/demographics of your audience and which emotions (if any) to appeal to, please watch the lectures in ACT 1: AUDIENCE: Identify & Identifying with Your Audience ("The Customer").

WHO IS THE AUDIENCE OF YOUR CRISIS OR DELIVERING BAD NEWS SPEECH + THEIR CHARACTERISTICS?

Who is your audience? This exercise will really come in handy when we create the content, slides and delivery of your presentation experience for your crisis or delivering bad news speech (if applicable).

Please answer the following 11 questions about the audience for your crisis or delivering bad news speech (please skip any questions that doesn't apply):

Audience Question #1: Age: What is the average age of your audience?

_____ .

This is important because this will be crucial for real life examples that we use when we present as well as our presentation style, etc.

Optional notes about the age of your audience:

Audience Question #2: V.I.P. (Very Important Person or People): * Are there 1 or more VIPs in the audience?

Answer Yes or No here: _____.

If your answer is Yes, then please list the name(s) of the person (people) and/or the organization(s):

* This means is there one or a handful of people or organizations in the audience that you need to focus on more than anyone else as they might be potential or current customers or someone you need to impress or pay more respect to. If your answer is yes, then consider tailoring the speech primarily to them. For

example, a key decision maker(s) might be in the audience that will decide if you get promoted or a potential customer, loved one, friends etc.

Audience Question #3: Where is Audience and/or Your V.I.P.(s) From? *

* What country or city or town or region are most people in the audience from. This is important for localization purposes when you give examples or personal small talk.

Audience Question #4: Inspiring Recent Media Event (if applicable): * Was there a recent entertaining or more importantly inspiring media event or news item that most people on the audience are aware of? If so, write it (them) down here:

* Examples include the Oscars or an inspirational story of what just occurred locally based on your online research. For example, search Google for “inspirational story [insert TOWN or CITY name here]” – then select “News”. This will inspire you too when you speak and your true passion and true self will come out if you mention this inspirational story near the beginning of your presentation or near the middle or during the potential Q and A session. You might not know how to include this event, but if it feels natural and inspiring to bring it up during the presentation or during the Q&A (if applicable) and then please bring it up and briefly recite the local inspirational story from your heart and make sure that it is somewhat relevant to what you are talking about.

Audience Question #5: Do more than 50% of the people in the audience know you (meaning have you met them at least one time before)?

Answer Yes or No here: * _____.

What are some things about you that the audience might be interested in knowing more about?

***If your answer is Yes**, then you can consider including examples about you that might be relevant when discussing certain topics...like this: “those of you that know me understand how important customer service is to the success of our department as we believe that a company is only as good as its customer service.” Alternatively, if you want to be more personal with an audience (for example, it’s a personal speech), then this might be more appropriate: “those of you that know me really well know that I am passionate about helping people.”

***If your answer is No**, then you might need to talk about who you are and your background or some of your life experiences in order to identify with the audience. You might even need to introduce yourself.

Crisis or Delivering Bad News Speech Suggestion: For help with introducing yourself in a speech, please watch the lecture in Act 3, Scene 1 called “Starting by Introducing Yourself.”

Audience Question #6: is there anyone in the audience that just achieved a significant milestone or just did something incredibly inspirational?

Answer Yes or No here: * _____.

If your answer is Yes, then what is the name(s) of the person and what was their accomplishment?

*If you answered yes, we need to take note of this as we might want to start or our presentation with or mention this in our presentation. For example, “Sandra told her team yesterday that she will retire after 50 years with the company. Wow [applause]. I asked Sandra what her most memorable moment was here and she said.....” If it’s a personal speech, then you can consider saying something like “congratulations to My parents and their 50th wedding anniversary – what an incredible inspiration.”

Audience Question #7: Are there cross-cultural things you need to be aware of if you are presenting in a different part of the world.

Answer Yes or No here: * _____.

If your answer is yes, then discuss what cross-cultural things you need to keep in mind while you are presenting (i.e., what colors not to wear or what not to say etc.).

*If you answered yes, we need to take note of this as we might want to start or Search Google for this term “cross cultural business communication in COUNTRY NAME.” For example, I used to work in Tokyo and I studied a lot about Japanese business communications and although I wasn’t perfect at it, I think my business partners there appreciated the fact that I was aware of how to exchange business cards using both hands to give my card to others. Separately, some cultures don’t like certain colors or mannerisms etc. I recommend practicing your presentation if possible and if necessary to friends of yours that are familiar with the local cultures and language.

Audience Question #8: What does most of your audience know about your presentation topic and what do most of them not know about your presentation topic?

Most of your audience likely knows the following things about your presentation topic:

1:

2:

3:

4:

5:

Most of your audience likely does not know the following things about your presentation topic (if they understood these topics, they might be more likely to walk away from your presentation having had a positive experience):

1:

2:

3:

4:

5:

Audience Question #9: What are topics your audience will not like you to bring up.*

1:

2:

3:

4:

5:

*This one might sound obvious, but if your football team from your home town just beat the football team of the audience, then no football references in the presentation etc. Avoid politics as you might insult half of the audience (no idea what half). You get the idea. If you think there is a tiny chance that you might insult or slightly upset anyone in the audience, then avoid that topic.

Audience Question #10: What is the educational (i.e., engineering) or previous work experience background of the audience (if applicable)?

1:

2:

3:

4:

5:

EMOTIONS & EXPERIENCES TO INCLUDE IN YOUR CRISIS OR
DELIVERING BAD NEWS SPEECH

Please complete the following questions on emotions/experiences you want to experience when you give your speech.

1: **Inspiration** is an emotion I would like to have my audience experience in my speech:

Answer Yes or No here: _____.

I can have my audience experience this emotion by my discussion of:

2: **Surprised** is an emotion/feeling I would like to have my audience experience in my speech:

Answer Yes or No here: _____.

I can have my audience experience this emotion/feeling by my discussion of:

3: **Optimism** is an emotion/feeling I would like to have my audience experience in my speech:

Answer Yes or No here: _____.

I can have my audience experience this emotion/feeling by my discussion of:

4: **Amazement** is an emotion/feeling I would like to have my audience experience in my speech:

Answer Yes or No here: _____.

I can have my audience experience this emotion/feeling by my discussion of:

5: **Appreciation/Gratitude** is an emotion/feeling I would like to have my audience experience in my speech:

Answer Yes or No here: _____.

I can have my audience experience this emotion/feeling by my discussion of:

6: **"I miss that person or organization"** is an emotion/feeling I would like to have my audience experience in my speech:

Answer Yes or No here: _____.

I can have my audience experience this emotion/feeling by my discussion of:

Please Note: If you are having issues thinking of emotions to consider including in your speech, please watch this masterpiece for inspiration:

<https://www.youtube.com/watch?v=WPcfJuk1t8s>



7: **Other:** _____ is an emotion/feeling I would like to have my audience experience in my speech:

Answer Yes or No here: _____.

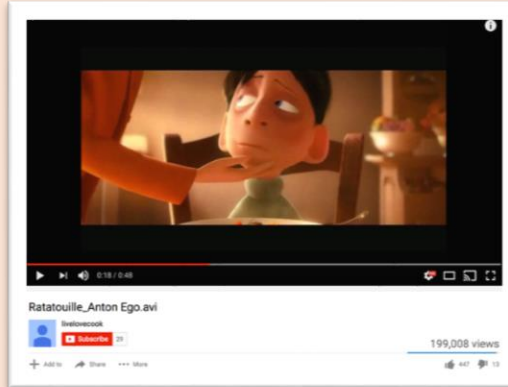
I can have my audience experience/feeling this emotion by my discussion of:

8: **Other:** _____ is an emotion/feeling I would like to have my audience experience in my speech:

Answer Yes or No here: _____.

I can have my audience experience/feeling this emotion by my discussion of:

Please Note: If you are still having issues with thinking of emotions for your speech, please read on...I love this scene from Pixar's Ratatouille where the chef who is me and who is you prepares the ultimate food presentation and appeals to the emotions of a difficult man...a man so hard to get through to that you will never have to present to someone this difficult to emotionally communicate with. This strict food critic loved the restaurant presentation experience because it reminded him of his life and the food his mom used to cook for him. Here is the link it's emotionally touching:
<https://www.youtube.com/watch?v=uXPlzdTcA-I>



Please Note: If you are still having issues with thinking of emotions for your speech, then please read on... People make movies from their hearts and with real emotions. Up is my favorite Pixar movie and soundtrack too. Why am I even bothering to discuss this – because I want you to know that appealing to emotions is important when you present – whether it's a wedding presentation, a less happy occasion, a company speech, a toast or many other types of speeches. Last Pixar mention I promise – but if you have a moment, please watch this short video and feel the emotions and think about how you might be able to somehow incorporate a few into your masterpiece of a speech from this masterpiece of an emotional rollercoaster presentation:
https://www.youtube.com/watch?v=F2bk_9T482q



PART 2 OF 10: PURPOSE

WE DISCUSS THE GOAL/PURPOSE OF YOUR CRISIS OR DELIVERING BAD NEWS SPEECH IN PART 2 OF THIS GUIDE.

Crisis or Delivering Bad News Speech Suggestion: For help with identifying the purpose or goal(s) of your speech, please watch the lectures in ACT 2: PURPOSE: What's the Purpose of Your Speech (Begin with the End Goal).

WHAT IS THE #1 GOAL (PURPOSE) OF YOUR CRISIS OR DELIVERING BAD NEWS SPEECH

In this exercise we will document what the goal or purpose is of your presentation so we can **begin with the end goal in mind** before we create the content of your speech.

Purpose / Goal Question:

What is the primary goal (purpose) of my speech?:

Crisis or Delivering Bad News Speech Suggestion: For example, the purpose of the crisis speech is to update our shareholders on how we are handling this difficult situation.

PART 3 OF 10: CONTENT

*WE WILL COVER WHAT CONTENT TO INCLUDE IN YOUR CRISIS OR
DELIVERING BAD NEWS SPEECH IN PART 3 OF THIS GUIDE.*

Crisis or Delivering Bad News Speech Suggestion: For help with creating the content of your speech, please watch the lectures in ACT 3: CONTENT (Scenes 1 through 4).

STARTING YOUR CRISIS OR DELIVERING BAD NEWS SPEECH

Crisis or Delivering Bad News Speech Suggestion: For help with how to start your crisis or delivering bad news speech, please see the lectures in ACT 3: CONTENT: Scene 1: How to START Your Presentation.

In Act 3 Scene 1 we discussed in a lot of detail many different ways to start your presentation. This exercise will help you create an impactful and perfect start to your presentation.

If you have any questions, please let me know. Thanks

Please either choose 1 or more ways to start your presentation based on the questions you can answer below. For example, you might decide to start by thanking the audience AND telling a personal story. Another example is you might start by saying a quote AND showing a picture etc.

Starting the Speech Question #1: Starting with thank you: (For help with this question, please watch the lecture called: “*Starting with Thank You*”.)

(Although it’s rare to start a crisis speech with thank you, I wanted this to be a thorough guide). Do you need to thank anyone at the beginning of your speech?*

Answer Yes or No here: _____ .

If the answer is no, then please proceed to Question #2

If the answer is yes, then list the name(s) or organization(s) to thank and also write down why you are thanking them (optional):

Here are some examples:

Person or Organization to Thank	[Optional] Why Thank Them?
Mister Montgomery Burns	He invited me to speak at his company’s event and he is a potential customer.
Mister Waylon Smithers	He did a great job organizing the event that I am speaking at.
Ned Flanders	He flew in from Springfield to attend the event.
Troy McClure	He made a large donation to our charity called Doctors without Diplomas.

*You can also decide to thank them at the end of the speech.

Person(s)/Organization(s) to Thank	[Optional] Why Thank Them?

[Optional] **International Language Thank You Translation Scripts****: Consider going to www.fiverr.com (costs at least \$5 with medium quality) or www.rev.com (costs at least \$20 with higher quality) and translating your thank you messages into other languages, which you can say during your thank you comments at the start (or at the end) of your presentation.

Person(s)/Organization(s) to Thank	[Optional] International Language Thank You Translation Scripts

** If this speech you are giving is a make it or break it event in your life, consider hiring translators – ones that give out headphones and translate your speech in real time while some people in the audience are wearing headphones. This will really be appreciated as it is not done often enough. If you take this approach, then please make sure to speak slower than you normally do so the translator can translate as you speak.

Starting the Speech Question #2: Starting with a quote: (For help with this question, please watch the lecture called: “*Starting with a Quote (150 Examples Attached)*”.)

Do you want to start your speech with a quote?

Answer Yes or No here: _____ .

If the answer is no, then please proceed to question #3

If the answer is yes, then please select 1 quote from the list below my examples, which is sorted by category. Please make sure that the quote is either inspirational and/or relevant to your speech.

Here are some examples:

Quote to Start Your Speech With	Why is this Quote Relevant?
<i>"My attitude is that if you push me towards something that you think is a weakness, then I will turn that perceived weakness into a strength."</i> – Michael Jordan	This quote is relevant because I am presenting in Chicago, where Michael Jordan played professional basketball. This quote is also relevant because I am presenting to the salesforce at my company and our largest competitor is telling our customers about a weakness with our product, that we think is actually a strength.
<i>"One child, one teacher, one book, one pen can change the world."</i> – Malala Yousafzai	This quote is relevant because I am presenting to potential donors to an education charity.
Maybe I will use this one tooif not at the beginning, then maybe at the end of my speech (just an example ...if I don't know what quote to use for this example): <i>"When one teaches, two learn."</i> — Robert A. Heinlein	
<i>"The longer the view, the wiser the intention."</i> – Warren Buffett	This quote is relevant because I am presenting to stock market investors.
<i>"My mother said to me, "If you become a soldier, you'll be a general, if you become a monk you'll end up as the pope." Instead, I became a painter and wound up as Picasso."</i> – Pablo Picasso	This quote is relevant because I am presenting to students that are not sure what they want to do career wise when they graduate.

Quote to Start Your Speech With	Why is this Quote Relevant?
<i>"You know you're in love when you can't fall asleep because reality is finally better than your dreams."</i> – Dr. Seuss	This quote is relevant because I am presenting at my daughter's wedding and her favorite book that we used to read to her at night was called "Oh! The Places You'll Go!" by Dr. Seuss.

Pick 1 quote from the following 150 quotes (or Google a more suitable quote for your speech):

QUOTES ABOUT PRODUCTIVITY, FOCUS, CONFIDENCE AND PERSISTENCE:

"Start by doing what's necessary; then do what's possible; and suddenly you are doing the impossible."

– Francis of Assisi

"The way to get started is to quit talking and begin doing."

– Walt Disney

"Infinite striving to be the best is our duty; It is its own reward. Everything else is in God's hands." – Mahatma Gandhi

"It's not that I'm so smart, it's just that I stay with problems longer." – Albert Einstein

"Believe in yourself! Have faith in your abilities! Without a humble but reasonable confidence in your own powers you cannot be successful or happy." – Norman Vincent Peale

"He who is not courageous enough to take risks will accomplish nothing in life." – Muhammad Ali

"Plans are nothing; planning is everything." – Dwight Eisenhower

"There are risks and costs to action. But they are far less than the long range risks of comfortable inaction." – John F. Kennedy

"Tomorrow is the most important thing in life. Comes into us at midnight very clean. It's perfect when it arrives and it puts itself in our hands. It hopes we've learned something from yesterday."

– John Wayne

QUOTES ABOUT DISTRACTIONS:

"Never pay attention to the distractions in life. Focus on possibilities." – Lailah Gift Akita

"More data means more information, but it also means more false information." – Nassim Nicholas Taleb

"You have to be so disciplined that even your distractions become focused." — Onyi Anyado

QUOTES ABOUT LEARNING FROM & LISTENING TO SUCCESSFUL PEOPLE:

"Live as if you were to die tomorrow. Learn as if you were to live forever." – Mahatma Gandhi

"Courage is what it takes to stand up and speak; courage is also what it takes to sit down and listen." – Winston Churchill

"Listen with the intent to understand, not the intent to reply." – Stephen Covey

QUOTES ABOUT ENERGY AND CONSUMPTION:

"Energy and persistence conquer all things." – Benjamin Franklin

"You are what what you eat eats." – Michael Pollan

"Eating crappy food isn't a reward - it's a punishment."
— Drew Carey

QUOTES ABOUT WORRYING:

"The reason why worry kills more people than work is that more people worry than work." – Robert Frost

"When I look back on all these worries, I remember the story of the old man who said on his deathbed that he had had a lot of trouble in his life, most of which had never happened."
– Winston Churchill

"Our fatigue is often caused not by work, but by worry."
– Dale Carnegie

QUOTES ABOUT MATERIAL POSSESSIONS:

CRISIS OR DELIVERING BAD NEWS SPEECH EXERCISE GUIDE

"There are two ways to be rich: One is by acquiring much, and the other is by desiring little."

– Jackie French Koller

"The only time you look in your neighbor's bowl is to make sure that they have enough. You don't look in your neighbor's bowl to see if you have as much as them." — Louis C.K.

"My riches consist, not in the extent of my possessions, but in the fewness of my wants." – Joseph Brotherton

"Sadly, when a person's possessions distract him from his or her purpose, he or she usually ends up losing both."

— Orrin Woodward

QUOTES ABOUT SEEING THE GOOD IN EVERYTHING:

"Keep your face to the sunshine and you cannot see a shadow."

– Helen Keller

"Don't cry because it's over, smile because it happened."

– Dr. Seuss

"I'm a very positive thinker, and I think that is what helps me the most in difficult moments."

– Roger Federer

QUOTES ABOUT AVOIDING CONFLICT:

"Peace is not absence of conflict, it is the ability to handle conflict by peaceful means." – Ronald Reagan

"When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion." – Dale Carnegie

"A warm smile is the universal language of kindness."

– William Arthur Ward

"God's love is too great to be confined to any one side of a conflict or to any one religion."

– Desmond Tutu

QUOTES ABOUT RANDOM ACTS OF KINDNESS:

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"Carry out a random act of kindness, with no expectation of reward, safe in the knowledge that one day someone might do the same for you."— Princess Diana

"Kindness is the language which the deaf can hear and the blind can see."— Mark Twain

"Remember there's no such thing as a small act of kindness. Every act creates a ripple with no logical end." – Scott Adams

QUOTES ABOUT ATTITUDE:

"My attitude is that if you push me towards something that you think is a weakness, then I will turn that perceived weakness into a strength." – Michael Jordan

"Attitude is a little thing that makes a big difference."
– Winston Churchill

"The greatest discovery of all time is that a person can change his future by merely changing his attitude." – Oprah Winfrey

"You can never quit. Winners never quit, and quitters never win."
- Ted Turner

QUOTES ABOUT GRATITUDE:

"Be thankful for what you have; you'll end up having more. If you concentrate on what you don't have, you will never, ever have enough." – Oprah Winfrey

"Feeling gratitude and not expressing it is like wrapping a present and not giving it." – William Arthur Ward

"If you want to turn your life around, try thankfulness. It will change your life mightily." – Gerald Good

QUOTES ABOUT MENTORING/TEACHING:

"One child, one teacher, one book, one pen can change the world." – Malala Yousafzai

"Tell me and I forget, teach me and I may remember, involve me and I learn." – Benjamin Franklin

"Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime." – Maimonides

"When one teaches, two learn." — Robert A. Heinlein

QUOTES ABOUT ASKING & THINKING LONG TERM:

"The longer the view, the wiser the intention." – Warren Buffett

"If you don't ask, you don't get."– Stevie Wonder

"When we meet real tragedy in life, we can react in two ways - either by losing hope and falling into self-destructive habits, or by using the challenge to find our inner strength." – Dalai Lama

QUOTES ABOUT EXERCISE/HEALTH:

"I play tennis five hours a week, from Monday to Friday, for one hour every day. I like to be fit. If I can't exercise, I feel bad."
– Bjorn Borg

"Reduce the stress levels in your life through relaxation techniques like meditation, deep breathing, and exercise. You'll look and feel way better for it." – Suzanne Somers

"There are times when I feel lazy and just want to stay in bed all day, but I know that working out is the best way to get those endorphins going, which will make me feel better emotionally and physically."– Heather Locklear

"The mind is everything. What you think you become." -Buddha

QUOTES ABOUT SUNDAY (RESTING ON 1 DAY PER WEEK):

"Sunday, for me, is all about being home with the family with no plans."– John Lasseter

"Sunday clears away the rust of the whole week." – Joseph Addison

"We're going to win Sunday. I guarantee it." – Joe Namath

QUOTES ABOUT NEGATIVE INFLUENCE:

"Associate yourself with people of good quality, for it is better to be alone than in bad company." – Booker Washington

"If you accept the expectations of others, especially negative ones, then you never will change the outcome."– Michael Jordan

“LET GO of the people who dull your shine, poison your spirit and bring you drama. CANCEL your subscription to their issues.”
– Steve Maraboli

QUOTE ABOUT VISION

“In order to carry a positive action we must develop here a positive vision.”-Dalai Lama

QUOTES ABOUT MEDITATION & RELAXATION:

“Peace comes from within. Do not seek it without.” – Buddha

“Do not let the behavior of others destroy your inner peace.”
– Dalai Lama

“I never see what has been done; I only see what remains to be done.” – Buddha

QUOTES ABOUT A JOBS VERSUS A PASSION:

“Choose a job you love, and you will never have to work a day in your life.” – Confucius

“I’d rather be a failure at something I love than a success at something I hate.” – George Burns

“My mother said to me, “If you become a soldier, you’ll be a general, if you become a monk you’ll end up as the pope.” Instead, I became a painter and wound up as Picasso.” – Pablo Picasso

QUOTES ABOUT MONEY:

“Where large sums of money are concerned, it is advisable to trust nobody.”
– Agatha Christie

“I don’t view wealth as something that validates my intelligence.” – Steve Jobs
“Anybody who thinks money will make you happy, hasn’t got money.”
– David Geffen

QUOTES ABOUT LOVE:

“Where there is love there is life.” – Mahatma Gandhi

“You know you’re in love when you can’t fall asleep because reality is finally better than your dreams.” – Dr. Seuss

"Who, being loved, is poor?" – Oscar Wilde

QUOTES ABOUT CONFIDENCE:

"Concentration comes out of a combination of confidence and hunger." – Arnold Palmer

"Confidence is the most important single factor in this game."
– Jack Nicklaus

QUOTES ABOUT DREAMS:

"You have to dream before your dreams can come true."
– A. P. J. Abdul Kalam

"When you cease to dream you cease to live."– Malcolm Forbes

"The biggest adventure you can take is to live the life of your dreams." – Oprah Winfrey

"Your imagination is your preview of life's coming attractions."
-Albert Einstein

QUOTES ABOUT EDUCATION:

"Education is the most powerful weapon which you can use to change the world."–
Nelson Mandela

"Education is the key to unlock the golden door of freedom."
– George Washington Carver

"An investment in knowledge pays the best interest."
– Benjamin Franklin

QUOTES ABOUT WHY/UNDERSTANDING YOURSELF:

"Know yourself to improve yourself." – Auguste Comte

"I've come to believe that each of us has a personal calling that's as unique as a fingerprint—and that the best way to succeed is to discover what you love and then find a way to offer it to others in the form of service, working hard, and also allowing the energy of the universe to lead you." – Oprah Winfrey

CRISIS OR DELIVERING BAD NEWS SPEECH EXERCISE GUIDE

"If you don't like something, change it. If you can't change it, change your attitude." – Maya Angelou

"I always did something I was a little not ready to do. I think that's how you grow. When there's that moment of 'Wow, I'm not really sure I can do this,' and you push through those moments, that's when you have a breakthrough." – Marissa Mayer

"You must do the thing you think you cannot do."
– Eleanor Roosevelt

QUOTE ABOUT FREE THINKING:

"I know where I'm going and I know the truth, and I don't have to be what you want me to be. I'm free to be what I want."
- Muhammad Ali

MANY ADDITIONAL INSPIRATIONAL & GOAL ORIENTED QUOTES:

"Accept the challenges so that you can feel the exhilaration of victory." – George S. Patton

"If you set your goals ridiculously high and it's a failure, you will fail above everyone else's success." – James Cameron

"The secret of getting ahead is getting started." -Mark Twain

"It always seems impossible until it's done." -Nelson Mandela

"Your time is limited, so don't waste it living someone else's life." -Steve Jobs

"I'd rather attempt to do something great and fail than to attempt to do nothing and succeed." -Robert H. Schuller

"Opportunity does not knock, it presents itself when you beat down the door." -Kyle Chandler

"Everything you can imagine is real." -Pablo Picasso

"Someone is sitting in the shade today because someone planted a tree a long time ago." -Warren Buffett

"Someday is not a day of the week." -Denise Brennan-Nelson

CRISIS OR DELIVERING BAD NEWS SPEECH EXERCISE GUIDE

"Don't count the days, make the days count." -Muhammad Ali

"In the middle of every difficulty lies opportunity." -Albert Einstein

"Accept the challenges so that you can feel the exhilaration of victory." -George S. Patton

"The best way to predict the future is to invent it." -Alan Kay

"You can never quit. Winners never quit, and quitters never win." - Ted Turner

*"Big shots are only little shots who keep shooting."
- Christopher Morley*

"Well done is better than well said." -Benjamin Franklin

*"Only I can change my life. No one can do it for me."
- Carol Burnett*

"You can't wait for inspiration. You have to go after it with a club." -Jack London

"The purpose of our lives is to be happy." -Dalai Lama

*"Perseverance is failing 19 times and succeeding the 20th."
-Julie Andrews*

" Failure is another steppingstone to greatness." -Oprah Winfrey

"Don't let the fear of striking out hold you back." -Babe Ruth

*"If you don't like how things are, change it! You're not a tree."
-Jim Rohn*

"The more things you do, the more you can do." -Lucille Ball

"You miss 100% of the shots you don't take." -Wayne Gretzky

"We must accept finite disappointment, but never lose infinite hope." -Martin Luther King, Jr.

"If you don't ask, you don't get." - Stevie Wonder

CRISIS OR DELIVERING BAD NEWS SPEECH EXERCISE GUIDE

"Your imagination is your preview of life's coming attractions." -Albert Einstein

"What keeps me going is goals." -Muhammad Ali

"I can accept failure, everyone fails at something. But I can't accept not trying." - Michael Jordan

" You must expect great things of yourself before you can do them." -Michael Jordan

"The more you dream, the farther you get." -Michael Phelps

"Happiness is when what you think, what you say, and what you do are in harmony." -Mahatma Gandhi

The more I want to get something done, the less I call it work." -Richard Bach

"The mind is everything. What you think you become." -Buddha

"It does not matter how slowly you go, so long as you do not stop." -Confucius

"If you want to be happy, set a goal that commands your thoughts, liberates your energy, and inspires your hopes." -Andrew Carnegie

"We may encounter many defeats but we must not be defeated." -Maya Angelou

" The two most important days in your life are the day you are born and the day you find out why." -Mark Twain

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it." - Steve Jobs

"Two roads diverged in a wood, and I — I took the one less traveled by. And that has made all the difference." -Robert Frost (from his poem "The Road Not Taken")

"The journey of a thousand miles begins with one step." -Lao Tzu

"Dream big and dare to fail." -Norman Vaughan

"Tough times never last, but tough people do." -Dr. Robert Schuller

CRISIS OR DELIVERING BAD NEWS SPEECH EXERCISE GUIDE

"There is only one success: to be able to spend your life in your own way." - Christopher Morley

"The power of imagination makes us infinite." -John Muir

"Believe and act as if it were impossible to fail." -Charles Kettering

"The biggest risk is not taking any risk... In a world that's changing really quickly, the only strategy that is guaranteed to fail is not taking risks." - Mark Zuckerberg

"Every strike brings me closer to the next home run." -Babe Ruth

"Believe you can and you're halfway there." -Theodore Roosevelt

"Never let your memories be greater than your dreams."
-Doug Ivester

"If something is important enough, even if the odds are against you, you should still do it." -Elon Musk

"It wasn't raining when Noah built the ark." -Howard Ruff

"Don't wait. The time will never be just right." -Napoleon Hill

"It's not whether you get knocked down, it's whether you get up."
-Vince Lombardi

"Try not. Do, or do not. There is no try." -Yoda

"Everything you've ever wanted is on the other side of fear." -George Addair

"If you aren't going all the way, why go at all?" -Joe Namath

"A year from now you may wish you had started today."
-Karen Lamb

"Change your thoughts and you change your world."
-Norman Vincent Peale

"It is never too late to be what you might have been."
-George Eliot

Please Note: If you want ideas on how to start your speech by inspiring and motivating your audience, please watch the lecture called “Starting with Inspiration and Motivation.” Alternatively, please check out these videos for inspiration:

I get shivers thinking about this video. Here is a tremendous way to start a speech with inspiration. Especially when the odds are against you and your colleagues. This speech is a real story on how a group of people defied the odds at the peak of the Cold War. Please watch for how the speaker speaks slowly, clearly and pauses a lot after saying very motivating things. He speaks from his heart. I have to get my kids to watch this movie – my favorite part is when this coach says “*This is your time. Their time is done. It’s over.*” Check it out : <https://youtu.be/tdmyoMe4iHM?t=113>



“I want you to think of your dreams.” In this example, the speaker jumps right into it and inspires people. This is powerful and it works if you want inspire and empower your colleagues. This guy (Les Brown) gives an impeccable performance of not only inspiring the audience but also being personal and talking about perceived personal shortcomings. This video blows my mind. My favorite quote of this speech is “*Someone’s opinion of you does not have to become your reality.*” <https://youtu.be/KIUMrzwmbyo?t=17>



This is a rally the troops compilation of speeches. The best part is when the coach says “*No one comes into our house and pushes us around.*” Some of these are mind blowing motivational ways to start a speech or to rally a team of athletes or business people or anyone really. If you ever feel unmotivated in your life, please bookmark this video and come back to it over and over and over again to jump start your motivation and love of life (or use it to help you figure out how to live life on your terms): <https://youtu.be/0LtqDB6hZk?t=8>



If you are presenting to people and you are in a crisis and your company needs to survive through one last battle, then please watch this empowering speech from Al Pacino in Any Given Sunday on motivating a football team. Not only is he inspiring, but he is PERSONAL, transparent and REAL: <https://www.youtube.com/watch?v=e2K5Rt8Mog8>



Please Note: If you want ideas on how to start your speech by inspiring and motivating your audience, please watch the lecture called “Starting with Inspiration and Motivation.” Alternatively, please check out these videos for inspiration:

This is another amalgamation of great inspiring speeches, including one from Will Smith in the Pursuit of Happiness where he is speaking to his real life son. He says: “You got a dream you gotta protect it. When people can’t do something themselves they tell you you can’t do it. You want something go get it period.”

<https://www.youtube.com/watch?v=41Zjh3AirjU>



Now please document what quote you will start your speech with and why this quote is relevant and likely to be appreciated by your audience:

Quote to Start Your Speech With	Why is this Quote Relevant?

Starting the Speech Question #3: Starting with an Interesting Relevant Fact or Personal Story: (For help with this question, please watch the lecture called: “Starting with an Interesting Relevant Fact or Personal Story”.)

Starting your speech with an interesting fact and then putting it into context is a unique way to start a speech.

Do you want to start your speech with an interesting relevant fact or personal story?

Answer Yes or No here: _____ .

If the answer is no, then please proceed to question #4

If the answer is yes, then please review your answers to the exercise you completed called in Part 1 of this guide on emotions and experiences to include in your speech.

Please copy and paste your answer(s) from Exercise #2 that you would like to start your speech with below:

Your Personal Event to Start Your Speech With	Why is this Relevant to my speech?
In this box please write your personal story or event you want to start your speech with (I provided a few examples below). Please make sure to make it interesting to your audience . If you want, please review your answers to the questions that you answered on your audience in Part 1 of this guide.	In this box write down why the personal story or event you are discussing is relevant to your speech – meaning is the purpose of your speech and the purpose of your story or event relevant. If you want, please review your answers to the questions that you answered on your audience in Part 2 of this guide.

Here are some personal examples I made up (which I also covered in the lecture called “Starting with an Interesting Relevant Fact or Personal Story”):

Personal Example #1: Your Personal Event to Start Your Speech With	Why is this Relevant to my Speech?
“This is my first visit to your beautiful city. I arrived yesterday and I took a walk through the stunning old part of town. Many of you recognize this symbol. It’s from Frank and Jimmy’s Barber Shop at 121 Dundas Street. I asked Frank why most barber shops have a pole with red, white and blue stripes. He told me that many years ago you could get surgery done at barber shops and Doctors would hang their white towels after surgery on blue poles to dry.”	“-Just like Frank and Jimmy’s Barber Shop your company has the same family type warm cultural feel to it; your company is rich in tradition and was also founded in 1879.” 

Please Note: Although this is not a political course, take a look at this speech from Obama when he tells a story with no preparation on his life. The delivery is not polished and he is exhausted but it is so real:



<https://youtu.be/pBK2rfZt32g?t=12>

Personal Example #2: Your Personal Event to Start Your Speech With	Why is this Relevant to my Speech?
This watch is not made of gold or silver. It's made of stainless steel. On May 14th 2016 in Geneva, this Rolex was sold for \$2.5mn. If you took this watch apart and melted down the components, the resale value would be very small. It's the sentimental value of an earlier time in history that makes this watch worth more than the sum of its parts"	" Similarly our customers have valued our product and the emotional bond they have with it for several generations. Our product is respected and appreciated by generations of our loyal customers. Our product is genuine, precise. Our product has impeccable quality and it's timeless."

Starting the Speech Question #4: Starting by Asking the Audience a Question:
(For help with this question, please watch the lecture called: “*Starting by Asking the Audience a Question (and/or Consider Using Humor)*”.)

Do you want to start your speech by asking the audience a question?

Answer Yes or No here: _____ .

If the answer is no, then please proceed to question #5

If the answer is yes, then try to make sure that the question you will ask the audience is interesting, thought provoking and relevant.

Here is an example:

Question to Ask (and Follow up Script)	How is this Question relevant?
“How many people here have at least one child under the age of 12?” [pause] By the time your child is 12 years old you have already spent 90% of the time you will ever spend with your child. [pause] You can’t that time back.”	[follow up by pausing and then saying] “Our company’s product saves people time. It allows our customers to work smarter and not harder so they can spend more time with their loved ones than in the office. The product we are selling improves the quality of peoples lives and gives them the most precious commodity that you can’t buy, which is more happy memories with their loved ones.”

Here is another example:

Question to Ask (and Follow up Script)	How is this Question relevant?
“How many people here can name at least 5 vice presidents of the United States?” [pause] Keep your hands up. How many of you with your hands up can name the university that all 5 vice presidents went to? [pause] Exactly – we can’t.	[follow up by pausing and then saying] “We are here today to discuss the future of education.”

Question to Ask (and Follow up Script)	How is this Question relevant?
[pause] Then does it really matter what university you went to?"	

Here is another example:

Question to Ask (and Follow up Script)	How is this Question relevant?
"If everyone we know has a mortgage and if every country is in debt, then where did all the money go and who has it?"	[follow up by pausing and then saying] "Today we are here to talk about fiscal responsibility and investing in your future."

Your turn; please fill in the table below:

Question to Ask (and Follow up Script)	How is this Question relevant?

Starting the Speech Question #5: Starting by Mentioning an Interesting Historical Event: (For help with this question, please watch the lecture called: *"Starting by Mentioning an Interesting Historical Event"*.)

Do you want to start your speech with a historical event?

Answer Yes or No here: _____ .

If the answer is no, then please proceed to question #6

If the answer is yes, then please go to <http://www.history.com/this-day-in-history> and select click on "view calendar," which is right below the date and select the day of your speech.



Then find a historical event on the right side of the browser that is interesting to you and to your audience (remember who your audience is when using this strategy). For example, if it's a presentation to people over the age of 70, Frank Sinatra could be more interesting to mention than Drake, etc. Try to make it somewhat relevant too.

For example:

This Day in History Event	Why is this Relevant?
"47 years ago today Paul McCartney announced that the Beatles were breaking up. I think that McCartney's best songs were when he was with the Beatles as there was co-opetition between him and John Lennon."	[follow up by pausing and then saying] "I think that competition is good for the consumer." [then you can give real examples of a business scenario that is relevant for this speech].

Your turn; please fill in the table below:

This Day in History Event	Why is this Relevant?

Starting the Speech Question #6: Starting by Introducing Yourself : (For help with this question, please watch the lecture called: "*Starting by Introducing Yourself*".)

Do you want to start your speech by introducing yourself?

Answer Yes or No here: _____ .

If the answer is no, then please proceed to question #7

If the answer is yes, then please read on. If somebody didn't introduce you and/or they didn't talk about your bio or your background, you can consider talking about yourself to start your speech. The best way to do it is to speak in chronological order (meaning starting when you were much younger and then ending with what you do now). Make sure that there is some consistency or relevance with respect to your topic of discussion. For example – here is how I might do it for me (you don't need to mention too much stuff about yourself in the interest of time). Plus, you want it to be somewhat interesting or entertaining.

Here is an example. We must make sure to keep it relevant, while making it interesting, personal, poetic or prophetic while being passionate and staying in character.

Me Talking About Myself Example (as a Way to Start a Speech):

Let's pretend I am the keynote speaker for a finance or investment conference:



"This blue piece of cardboard was sold on August 5th of 2016 for \$465,000. This is a PSA 10 perfect specimen of a Wayne Gretzky rookie card. I had many cards like this growing up in Canada but unfortunately I put these cards on my bicycle wheel so that when I rode my BMX bike, it sounded like a real motorbike. Obviously I wasn't the smartest kid in Canada. [pause]

We all loved Wayne Gretzky growing up and one day that all Canadians will never forget is August 9th 1988. This was the day that Gretzky was traded from our Edmonton Oilers to the Los Angeles Kings.

In the US the combination of the day Kennedy was shot plus the OJ Simpson car chase plus Bobby Thompson's shot heard around the world is what that day meant to us [if the crowd is younger, I wouldn't mention Bobby Thomson].

I remember the press conference and our idol the great one Wayne Gretzky tearing up – he was so real and so awesome to us. What could possibly make the great one tear up.

What made him tear up was that that he was leaving us. He was abandoning us. He was leaving our country which was an ill thought out business decision by the owner of the Edmonton Oilers. We all teared up as well. I did then at 16 as did my little sisters, my parents and the whole the country of Canada.

To us Gretzky meant the world as he was the combination of Magic Johnson plus Mickey Mantle plus Pele plus Muhammad Ali plus Diego Maradona. It marked the end of my childhood and was emblematic of Simon and Garfunkel singing where have you gone Joe DiMaggio as Gretzky was the most real thing we knew in a pretentious greed filled decade.

It was at that point that I realized that sports was a short-term focused business and no longer a field of dreams and that being short term focused in business had negative long term repercussions.

It marked the end of an era for me in terms of athletes being loyal and long term focused. Gone were the days were a George Brett played for Kansas City and a Michael Jordan played for Chicago and Cal Ripken Junior played for Baltimore for their entire careers. Field of Dreams no more.



This begs the question, what made Wayne Gretzky great? He had this epic quote of saying that he was successful not because he skated to where the puck is.....but rather he skated to where the puck is GOING TO be.

Years later when I worked on Wall Street at Goldman Sachs and in the hedge fund industry at Citadel and then currently at my own venture capital firm, I attribute my minor successes to that quote from Gretzky. You see we need to have the foresight of Wayne Gretzky and anticipate what investments investors are GOING TO like in 5-10 years, instead of skating to where the puck is now meaning instead of investing in companies that people already like.

You see if we buy stocks in companies that many people already like, then there aren't that many incremental buyers and we are nothing more than tourists renting stocks and not owners.

You get the idea. Make the beginning personal, relevant interesting and always unique.

Your turn; please fill in the table below:

Start Your Speech by Introducing Yourself in a Personal and Unique Way	How is Your Introduction Relevant to the Topic of Your Speech?

Starting the Speech Question #7: Starting by Giving an Outline of Your Speech (Best used for Longer Speeches): (For help with this question, please watch the lecture called: "Starting by Giving an Outline of Your Speech (Best used for Longer Speeches)".)

Do you want to start your speech with an outline of your speech?

Answer Yes or No here: _____ .

If the answer is no, then please proceed to question #8

If the answer is yes, then please read on. Some companies are so rigid that you have to give an outline of what you are going to talk about. I think this makes sense if your speech is going to be much longer than 20 minutes.

You will notice that I gave a structure of this entire course in the first section of this course. You will notice that I also give the structure of each Act in this course during the first lesson of each Act. The structure I use is I talk about the WHAT of the section, meaning what we will cover. I then say WHY we will cover those topics and then I end with HOW we will do it.

Setting up the structure of your presentation is up to you. The WHAT/WHY/HOW methodology that I use is just 1 option, but there are many others.

You can set up like an essay in high school where the first paragraph is where you introduce the topic, then later in the essay you talk about a few points that support your topic. Then you might have a paragraph or two to highlight risks – just to be intellectually honest and subjective. Then in the last paragraph you mention the bottom line argument and then conclude the essay. You can take the same approach with your speeches – again if they are longer than 20 minutes or so or if your firm is very conservative and wants you to be very regimented and structured in your approach.

If you want, document the outline of your presentation below, which you can mention at the start of your presentation. Consider using the basic outline templates below:

Outline Template #1:

Start with the WHAT of the presentation (what you are going to cover).

Then discuss the WHY of the presentation (why covering this material is important).

Then touch upon the HOW of the presentation (how your audience is going to learn this material – for example, there might be exercises or audience participation).

Outline Template #2:

Start with the Bottom Line of your presentation.

Mention topic 1 of 3.

Mention topic 2 of 3.

Mention topic 3 of 3.

Risks associated with the topics discussed.

Reiterate what the bottom line is of the presentation. [If it's a complicated topic, build on it starting with the basics like a Lego structure.....start with a few bricks etc.].

Starting the Speech Question #8: Starting with a Powerful Image: (For help with this question, please watch the lecture called: "*Starting with a Powerful Image*".)

Do you want to start your presentation with an image?

Answer Yes or No here: _____ .

If the answer is no, then please proceed to question #9

If the answer is yes, then please read on.

I was the commencement speaker at a university recently and I took this cool picture from a different perspective that says so much and can be interpreted so many different ways.



I think that images are so underused in presentations.

I want to share with you 30 images (starting on the next page) you can use and show when starting a presentation. I also provided the internet links for all of the images below. In Act 4, Scene 2 I showed you how to manipulate/change images the easy way. Please chose to use any of these images in the table below for your presentation...or maybe they will provide you with inspiration for other image ideas that you might have to start your presentation with as many people believe that a picture is worth a thousand words.

Images to Consider Using for Your Presentation:	Image Comments/Title Ideas and Image Internet Address:
	This one is gorgeous and inspiring – it's the Benagil Sea Cave in Portugal. http://anotherimg.dazedgroup.net/dna-cdn.com/1050/azure/another-prod/350/7/357608.jpg
	Beside these images or better yet – on them, you can insert one or a few words. For example, on the image on the left you can place “Passion and Preparation.” We will learn more about image manipulation/changes in Act 4, Scene 2. http://images6.fanpop.com/image/photos/32900000/On-Set-Photos-titanic-32916222-500-297.jpg
	Discovery and Perception https://files.brightside.me/files/news/part_4/46555/206005-12-2-1000-41dad920ee-1484729696.jpg

Images to Consider Using for Your Presentation:	Image Comments/Title Ideas and Image Internet Address:
	Different Perspective 1 http://wallpaper-gallery.net/images/best-pics-ever/best-pics-ever-18.jpg
	Different Perspective 2 http://i32.tinypic.com/2qdtmw1.jpg
	Preparation http://www.statuswhatsapp.co.in/wp-content/uploads/2015/07/insi.jpg

Images to Consider Using for Your Presentation:	Image Comments/Title Ideas and Image Internet Address:
	What do you see here? Waste, Opportunity, Wasted Opportunity? A Dragon? https://www.kadvacorp.com/wp-content/uploads/2016/09/A-dragon.jpg
	Real or Not Real? Avatar or Real? It's actually real ~ in China (Tianzi Mountains) https://futurism.com/wp-content/uploads/2015/11/Tianzi-Mountains-2-600x420.jpg

Images to Consider Using for Your Presentation:	Image Comments/Title Ideas and Image Internet Address:
	Why? https://www.kadvacorp.com/wp-content/uploads/2016/09/Tiny-ants-surrounded-a-drop-of-honey-Malaysia.jpg
	Unexpected https://www.kadvacorp.com/wp-content/uploads/2016/09/Jeep-ghost.jpg

Images to Consider Using for Your Presentation:	Image Comments/Title Ideas and Image Internet Address:
	Accident, Karma or Chameleon? https://www.kadvacorp.com/wp-content/uploads/2016/09/Rango-plays-guitar.jpg
	The macro is the same as the micro or is perception a reality? https://www.kadvacorp.com/wp-content/uploads/2016/09/Flamingos-gathered-in-the-shape-of-a-flamingo-Yucatan-Peninsula.jpg

Images to Consider Using for Your Presentation:	Image Comments/Title Ideas and Image Internet Address:
	Location, Location, Location and a Tale of 2 Cities. https://www.kadvacorp.com/wp-content/uploads/2016/09/Two-worlds-divided-New-York-USA.jpg
	Breaking Barriers https://www.kadvacorp.com/wp-content/uploads/2016/09/Breaking-the-sound-barrier.jpg
	Lost and Found http://i.dailymail.co.uk/i/pix/2016/10/26/14/39BC192B00000578-3873962-image-a-65_1477487271109.jpg

Images to Consider Using for Your Presentation:	Image Comments/Title Ideas and Image Internet Address:
	Fearless 1 http://www.bestphotosite.net/photos/961552586.jpg
	Fearless 2 http://cdn.ebaumsworld.com/mediaFiles/picture/604025/84257713.jpg
	Wrong Conclusions https://pbs.twimg.com/media/CUxh0H9WEAEnupe.jpg

Images to Consider Using for Your Presentation:	Image Comments/Title Ideas and Image Internet Address:
	Victory http://i1.whatsmovingindia.com/sites/default/files/1-opt_opt.jpg
	Hustle http://cdn-s3.si.com/s3fs-public/images/44-pete-rose-1975-fs.jpg

Images to Consider Using for Your Presentation:	Image Comments/Title Ideas and Image Internet Address:
	Time to Move On http://www.baseballthinkfactory.org/images/uploads/article/ku-bigpic.jpg
	The sky is Not the Limit http://thedigitalvisual.com/wp-content/uploads/2013/12/Space-Selfie.png
	New Way to Win https://static.sportskeeda.com/wp-content/uploads/2015/10/pele-bicycle-kick-1443839452-800.jpg

Images to Consider Using for Your Presentation:	Image Comments/Title Ideas and Image Internet Address:
	Anyone Recognize this Photo? This photo has been seen by more than 1 billion people since 2001. That's right - this is a famous Microsoft Windows desktop image taken in Napa valley.
	Anything is Possible 1 http://bronxpinstripes.com/wp-content/uploads/2011/07/derek-jeter-dive-into-stands.jpg
	Anything is Possible 2 http://a.espncdn.com/media/motion/2008/0617/DM_080617_KG_LTT.jpg

Images to Consider Using for Your Presentation:	Image Comments/Title Ideas and Image Internet Address:
	Take your time finding the perfect image to start or end your presentations with. This image is so beautiful I had to include it twice!

Here is a really easy way for you to get images and add text – the website is called <http://www.imagechef.com> and here are a bunch of images I just made using <http://www.imagechef.com> – pretty cool eh! it's free to use unless you want ridiculously high resolution images then there is a fee of about \$10 for one month of unlimited access.







If you wanted to make what are called “memes”, here is a great resource for you. The website is <https://imgflip.com/memegenerator> and on the next page is an example of a meme for this presentation!

Starting the Speech Question #9: Starting with a Video: (For help with this question, please watch the lecture called: “*Starting with a Video*”.)

Do you want to start your speech with a video?

Answer Yes or No here: _____ .

If the answer is no, then please proceed to question #10

If the answer is yes, then please read on.

I start a lot of the seminars that I teach and the classes that I teach and general keynote speeches with short motivational videos from movies or business events. I also show videos and images at least every 10-15 minutes as nobody can pay attention for that long anymore...that's why TEDx Talks are usually not much longer than 15 minutes!

On January 1st, I sent this video to all of my Udemy students saying how they really inspire me. This video was actually made by one of my students named Randy Tovar; the video is so powerful – check it out:



<https://www.youtube.com/watch?v=M3bPS4petn0>

Starting the Speech Question #10: Starting with a Prop or Item: (For help with this question, please watch the lecture called: “*Starting with a Prop or Item*”.)

Do you want to start your speech with a prop (item in your hand for “show and tell”)?

If the answer is yes, then please make sure to watch the video lecture in Act 3 called “Starting with a Prop or Item.”



Lastly, George Clooney did a great job of discussing a backpack as a prop in his Up in the Air Speech – “How much does your life weigh and what’s in your backpack?” – check out his video here:

<https://www.youtube.com/watch?v=UsRP9EUrXjo&spfreload=10>

[We will copy and paste the contents of yellow shaded boxes, such as this one, later in this guide when we create our slides.]

Please write down what you want to say to start your speech by completing the applicable questions below. Please feel free to complete multiple questions below if you want to start your speech with more than 1 strategy.

For example, many people start personal speeches with thank you as well as a personal story.

Another example is that many people start business speeches with an outline of the speech and by thanking certain people etc. (We will use your answers in this yellow box when we create our slides later in Part 4 of this guide. If you are not yet sure which approach is best to start your speech, then answer a few of the questions below. Thanks):

1) If you are starting your speech with thank you, then please write how you want to start your speech here:

2) If you are starting your speech with a quote, then please write how you want to start your speech here:

3) If you are starting your speech with an interesting relevant fact or a personal story, then please write how you want to start your speech here:

4) If you are starting your speech by asking the audience a question, then please write how you want to start your speech here:

5) If you are starting your speech with a "This Day in History Event", then please write how you want to start your speech here:

6) If you are starting your speech by introducing yourself, then please write how you want to start your speech here:

7) If you are starting your speech by giving an outline of your speech, then please write how you want to start your speech here:

8) If you are starting your speech with a powerful image, then please insert your image here:

INSERT
IMAGE
HERE

9) If you are starting your speech with a video, then please write notes on the content of your video:

10) If you are starting your speech with a prop or item, then please write notes on the use of the prop or item:

CREATING THE CONTENT FOR YOUR CRISIS OR DELIVERING BAD NEWS SPEECH (“LET IT ALL OUT”)

Please note that you must have already watched all of Act 3, Scene 2 before completing the items in this exercise. Thanks

If you have any questions, please let me know. Thanks

Crisis or Delivering Bad News Speech Suggestion: For help with how to create and organize the content (the middle part) of your crisis or delivering bad news speech, please see the lectures in ACT 3: CONTENT: Scene 2: What to Include and How to Structure the Content.

In the table below please only complete the left hand green shaded column (we will complete the other columns that are shaded in gold and silver in future exercises in this guide book). Thanks

- ✓ Please take your time with this.
- ✓ Think about how do you want your audience to feel.
- ✓ What emotions do you want them to feel?
- ✓ Don't think of structuring the content yet at all.
- ✓ Just free form document and let it all out.
- ✓ If you don't feel like you're in the right mood/right frame of mind to do this exercise, then come back to this exercise tomorrow, on a weekend or get up early 1 day to do this.
- ✓ It's crucial that you spend a lot of time doing this. Thanks.

For example: If we are presenting about how we are going to take market share from competitor X then we might complete the left hand column of the table as follows

In the space below, please write down CONTENT and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises). Please add or delete rows if you want (I listed 100 rows below).	C.A.P.* *We will complete this <u>silver</u> shaded column in the next exercise.	Section* *We will complete this <u>gold</u> shaded column in 2 exercises from now (don't worry as this will make more sense by then). Thanks
1: Mention the problem with our business model		
2: Discuss how competitor X beats us too often		
3: Show the product of competitor X and compare it to ours		
4: Discuss the weaknesses of competitor X		

In the space below, please write down CONTENT and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises). Please add or delete rows if you want (I listed 100 rows below).	C.A.P.* *We will complete this <u>silver</u> shaded column in the next exercise.	Section* *We will complete this <u>gold</u> shaded column in 2 exercises from now (don't worry as this will make more sense by then). Thanks
1:		
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3:		
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7:		
8:		

In the space below, please write down CONTENT and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises). Please add or delete rows if you want (I listed 100 rows below).	C.A.P.* *We will complete this <u>silver</u> shaded column in the next exercise.	Section* *We will complete this <u>gold</u> shaded column in 2 exercises from now (don't worry as this will make more sense by then). Thanks
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In the space below, please write down CONTENT and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises). Please add or delete rows if you want (I listed 100 rows below).	C.A.P.* *We will complete this <u>silver</u> shaded column in the next exercise.	Section* *We will complete this <u>gold</u> shaded column in 2 exercises from now (don't worry as this will make more sense by then). Thanks
39:		
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In the space below, please write down CONTENT and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises). Please add or delete rows if you want (I listed 100 rows below).	C.A.P.* *We will complete this <u>silver</u> shaded column in the next exercise.	Section* *We will complete this <u>gold</u> shaded column in 2 exercises from now (don't worry as this will make more sense by then). Thanks
69:		
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In the space below, please write down CONTENT and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises). Please add or delete rows if you want (I listed 100 rows below).	C.A.P.* *We will complete this <u>silver</u> shaded column in the next exercise.	Section* *We will complete this <u>gold</u> shaded column in 2 exercises from now (don't worry as this will make more sense by then). Thanks
99:		
100:		

“C.A.P.ING” YOUR BRILLIANT CONTENT

Please note that you must have already watched all of Act 3, Scene 2 before completing the items in this exercise. Thanks

If you have any questions, please let me know. Thanks



In this exercise, please place the word “YES” or “NO” in the silver column for every item that you wrote down in the table on the previous few pages. The way to do this is to ask yourself the following questions and all you need is for one to be YES, then write YES in the column, otherwise write NO.

- i. Are the items in this bucket **C**onvincing? Or
- ii. Are the items in this bucket **I**nteresting? Or
- iii. Are the items in this bucket **D**ifferent? Or
- iv. Are the items in this bucket **E**ducational? Or
- v. Are the items in this bucket **R**elevant? Or
- vi. Are the items in this bucket targeted towards our **A**udience. Or
- vii. Are the items in this bucket helping to discuss the **P**urpose of our presentation?

For example:

If we are presenting about how we are going to take market share from competitor X then the 3rd content item we listed in the table below is not relevant, so we answered with “NO.” If this is confusing to you then just write YES or NO to the answer SO WHAT – is this item meeting the purpose of my speech? YES or NO (remember the “SO WHAT” test).

CRISIS OR DELIVERING BAD NEWS SPEECH EXERCISE GUIDE

In the space below, please write down CONTENT and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises). Please add or delete rows if you want (I listed 100 rows below).	C.A.P.* *We will complete this <u>silver</u> shaded column in this exercise.	Section* *We will complete this <u>gold</u> shaded column in the next exercise.
1: Mention the problem with our business model	YES	
2: Discuss how competitor X beats us too often	YES	
3: Show the product of competitor Z and compare it to ours	NO (not relevant)	
4: Discuss the weaknesses of competitor X	YES	

After you have completed this exercise by writing YES or NO in all of the silver shaded boxes, then delete or draw a line through all rows that had the word NO as the answer as follows (because we won't include them in our presentation:

In the space below, please write down CONTENT and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises). Please add or delete rows if you want (I listed 100 rows below).	C.A.P.* *We will complete this <u>silver</u> shaded column in this exercise.	Section* *We will complete this <u>gold</u> shaded column in the next exercise.
1: Mention the problem with our business model	YES	
2: Discuss how competitor X beats us too often	YES	
3: Show the product of competitor Z and compare it to ours	NO (not relevant)	
4: Discuss the weaknesses of competitor X	YES	

Please let me know if you have any questions about this exercise. Thanks

Please don't complete the gold column yet (we will do this in the next exercise on the next page).

STRUCTURING AND ORDERING THE CONTENT

Please note that you must have already watched all of Act 3, Scene 2 before completing the items in this exercise. Thanks

If you have any questions, please let me know. Thanks

In the example below are 13 things I want to discuss (we crossed out the third item):

In the space below, please write down CONTENT and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises). Please add or delete rows if you want (I listed 100 rows below).	C.A.P.*	Section*
	*We completed this <u>silver</u> shaded column in the previous exercise.	*We will complete this <u>gold</u> shaded column in this exercise.
1: Mention the problem with our business model	YES	
2: Discuss how competitor X beats us too often	YES	
3: Show the product of competitor Z and compare it to ours	NO (not relevant)	
4: Discuss a weaknesses of competitor X is their operations	YES	
5: Discussion of why purchasing competitor X is smart	YES	
6: Discussion of merging with competitor X	YES	
7: Discussion of changing our marketing strategy	YES	
8: Discussion of the risk with buying competitor X	YES	
9: Discussion of financing how to buy competitor X	YES	
10: Discussion of when to buy competitor X	YES	
11: Another weakness of competitor X is their salesforce	YES	
12: Risk to changing our marketing strategy	YES	
13: In the start of speech mention that Warren Buffet quote	YES	
14: I think buying competitor X is the best strategy.	YES	

STEP 1: Now let's think about what buckets to put these items into so we can structure and order our speech.

I see 6 buckets as follows (put them in the right order and number them as follows):

- 1: Start of presentation (Intro part)

- 2: Topic 1: Weakness of Competitor X
- 3: Topic 2: Buying X
- 4: Topic 3: Merge with X
- 5: Topic 4: Changing our Marketing Strategy
- 6: End of speech (conclusion)

STEP 2: Now let's paste each of the 6 bucket topics in the gold column as follows:

In the space below, please write down CONTENT and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises). Please add or delete rows if you want (I listed 100 rows below).	C.A.P.*	Section*
	*We completed this <u>silver</u> shaded column in the previous exercise.	*We will complete this <u>gold</u> shaded column in this exercise.
1: Mention the problem with our business model	YES	1: Start of presentation (Intro part)
2: Discuss how competitor X beats us too often	YES	1: Start of presentation (Intro part)
3: Show the product of competitor Z and compare it to ours	NO (not relevant)	
4: Discuss a weaknesses of competitor X is their operations	YES	2: Topic 1: Weakness of Competitor X
5: Discussion of why purchasing competitor X is smart	YES	3: Topic 2: Buying X
6: Discussion of merging with competitor X	YES	4: Topic 3: Merge with X
7: Discussion of changing our marketing strategy	YES	5: Topic 4: Changing our

In the space below, please write down CONTENT and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises). Please add or delete rows if you want (I listed 100 rows below).	C.A.P.* *We completed this <u>silver</u> shaded column in the previous exercise.	Section* *We will complete this <u>gold</u> shaded column in this exercise.
		Marketing Strategy
8: Discussion of the risk with buying competitor X	YES	3: Topic 2: Buying X
9: Discussion of financing how to buy competitor X	YES	3: Topic 2: Buying X
10: Discussion of when to buy competitor X	YES	3: Topic 2: Buying X
11: Another weakness of competitor X is their salesforce	YES	2: Topic 1: Weakness of Competitor X
12: Risk to changing our marketing strategy	YES	5: Topic 4: Changing our Marketing Strategy
13: In the start of speech mention that Warren Buffet quote	YES	1: Start of presentation (Intro part)
14: I think buying competitor X is the best strategy.	YES	6: End (conclusion)

STEP 3: Sort the table using the gold column:

You can sort the table by copying and pasting it into a spreadsheet program....but I prefer to do it in Microsoft Word as follows:

Select your entire completed table per this image:



Then select the layout option at the top of Microsoft Word as follows (then click on the sort option on the right):



Then select Sort by Section in the drop down menu per this image:



Now your **"FINAL TABLE"** is sorted and you have your outline for your presentation (per the example in the table below):

In the space below, please write down CONTENT and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises). Please add or delete rows if you want (I listed 100 rows below).	C.A.P.* *We completed this <u>silver</u> shaded column in the previous exercise.	Section* *We will complete this <u>gold</u> shaded column in this exercise.
3: Show the product of competitor Z and compare it to ours	NO (not relevant)	
1: Mention the problem with our business model	YES	1: Start of presentation (Intro part)
2: Discuss how competitor X beats us too often	YES	1: Start of presentation (Intro part)
13: In the start of speech mention that Warren Buffet quote	YES	1: Start of presentation (Intro part)
4: Discuss a weaknesses of competitor X is their operations	YES	2: Topic 1: Weakness of Competitor X
11: Another weakness of competitor X is their salesforce	YES	2: Topic 1: Weakness of Competitor X
5: Discussion of why purchasing competitor X is smart	YES	3: Topic 2: Buying X
8: Discussion of the risk with buying competitor X	YES	3: Topic 2: Buying X
9: Discussion of financing how to buy competitor X	YES	3: Topic 2: Buying X
10: Discussion of when to buy competitor X	YES	3: Topic 2: Buying X
6: Discussion of merging with competitor X	YES	4: Topic 3: Merge with X
7: Discussion of changing our marketing strategy	YES	5: Topic 4: Changing our

In the space below, please write down CONTENT and ideas for what you might want to include in your speech, including content and ideas you want to say or include like images, videos, quotes, props etc. Please take a lot of time on this and let it all out. (We will complete the gold and silver shaded columns in the future exercises). Please add or delete rows if you want (I listed 100 rows below).	C.A.P.* *We completed this <u>silver</u> shaded column in the previous exercise.	Section* *We will complete this <u>gold</u> shaded column in this exercise.
		Marketing Strategy
12: Risk to changing our marketing strategy	YES	5: Topic 4: Changing our Marketing Strategy
14: I think buying competitor X is the best strategy.	YES	6: End (conclusion)

Please copy and paste your table below this yellow box

[We will copy and paste the contents of yellow shaded boxes, such as this one, later in this guide when we create our slides.]

Please copy and paste the contents of your completed **"FINAL TABLE"** below this yellow box, similar to how the **"FINAL TABLE"** appears in my example before this yellow box. Don't worry if the formatting isn't perfect as we will use the contents to make the slides later in this guide book. Thanks

If you have any questions, please let me know. Thanks

BEATING WRITER'S BLOCK FOR YOUR CRISIS OR DELIVERING BAD NEWS SPEECH

Crisis or Delivering Bad News Speech Suggestion: For help with how to beat writer's block with your crisis or delivering bad news speech, please see the lectures in ACT 3: CONTENT: Scene 3: Beating Writer's Block & ENDING Your Presentation.

In order to beat writer's block and get in that ideal state of mind to create, please think of a moment in your life when you were incredibly creative when you wrote an essay or a speech or a piece of music etc. Please complete the following questions:

I was in an ideal state when I created/wrote this:

The approximate date was:

The exact location was:

Was there any background noise or music? If so, what was it?

If you can remember, write down how you felt then:

If you can remember, what were some additional reasons that were your creative then?

What limiting beliefs do you have right now that might hurt your ability to be creative right now?

What can you do to obliterate these limiting beliefs right now?

What are 5 additional things can you do right now in order to get back into that ideal creative state right now?

1)

2)

3)

4)

5)

Take that walk to eliminate writer's block!

ENDING YOUR CRISIS OR DELIVERING BAD NEWS SPEECH

Crisis or Delivering Bad News Speech Suggestion: For help with how to end your crisis or delivering bad news speech, please see the lectures in ACT 3: CONTENT: Scene 3: Beating Writer's Block & ENDING Your Presentation.

This exercise will help you create an impactful and perfect way to *end* your presentation. You can end your presentation with one of the options that we cover below or several of them. This will make a lot more sense once you have completed this exercise. Please just skip questions that are not applicable to the speech that you are giving. Thanks

I want you to do 3 simple things that will help us with the ending or the conclusion portion of your speech:

1: Write down 1 sentence on who your audience is. (Please see your answers to the exercise that you completed in Part 1 of this document and copy and paste them here.):

2: [Optional] Write down a few emotions that you want your audience to feel. (Please see your answers in Part 1 of this guide book and write down a few emotions that you want your audience to feel.):

Emotion #1: _____

Emotion #2: _____

Emotion #3: _____

3: Write down 1 sentence on the purpose of your speech. (Please see your answers in Part 2 of this book and copy and paste them here.):

Now write down people or organizations you might consider thanking at the end of your speech (you can always remove some of the people/Organizations listed below while preparing the final version of your speech):

People/Person/Organization to thank #1: _____

People/Person/Organization to thank #2: _____

People/Person/Organization to thank #3: _____

People/Person/Organization to thank #4: _____

People/Person/Organization to thank #5: _____

People/Person/Organization to thank #6: _____

People/Person/Organization to thank #7: _____

People/Person/Organization to thank #8: _____

People/Person/Organization to thank #9: _____

People/Person/Organization to thank #10: _____

Business presentations often end with a call to action. If you are selling a product or a service, which most business people are, then ask for the sale at the end of your presentation or tell the audience to “please come and see me now or contact me at this address for questions.”

If potential customers approach you and they sound interested in the product don't over sell it. Always stop selling once you get the sense that they are interested in buying the product or else you will sell past the close and lose the sale as this potential customer might think – *“why does he keep saying great things about the product....he seems desperate for this sale. Am I missing anything?”* Kind of like when you were learning about asking people on a date etc....I won't go there as I am the worst person on the planet to give dating advice!

If applicable, write down your closing “ASK FOR THE SALE” comment (i.e., if you are interested in purchasing our product, please see me know. I cringe when I write or say this next comment...but there has to be a sense of urgency like – we have a special price or sale that is valid for anyone at this conference today etc. This sense of urgency call to action is helpful. Your call if you want to use this methodology in the ending portion of your speech.)

Write down your closing ASK FOR THE SALE comment here (if applicable...all great entrepreneurs and CEOs are salespeople....if they are not selling a product or a service, they are selling themselves – kind of like in a job interview):

If you are not taking orders for a product or a service, then be sure to have business cards or pamphlets... or better yet, USB tokens in your pocket in case an enormous potential customer approaches you after your presentation. Here is a link to where to buy these USB drives – buy the cheapest ones that will fit the size of your presentation materials:

https://www.amazon.com/s/ref=sr_hi_2?rh=n%3A172282%2Cn%3A541966%2Ck%3Ausb&keywords=usb&ie=UTF8&qid=1489268055

If you want to be really creative and this can get a bit expensive but it's worth it, then create your business cards on a flash USB drive that is the size of a thick business card: https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espv=2&ie=UTF-8#q=business+card+usb&*>

Here are some examples from www.customusb.com that will help you get noticed. Give these to massive potential customers as they can be a bit pricey but definitely worth it – remember CIDER as this is convincing, interesting, different, educational and relevant. Heck bring these to job interviews too if you want to take a calculated risk and stand out:



[Side Note: Make your one-page resume look like this:]









You can even email your PDFs if they are small enough and here is an amazing free way to make your HUGE PDFs small.: <https://www.pdfcompress.com/>

[Optional]: Do you have business cards and USB tokens in your pocket and what should you include on the USB tokens after you give your speech (to give away to potential massive customers...if applicable)?

Yes or No. Comments:

[Optional]: Did you mention your contact details when you ended the presentation? Please don't forget to immediately connect using LinkedIn with all contacts that you met the day of your presentation. Did you do this?

Yes or No. Comments:

I want you to memorize the first few words of the ending portion of your speech. Why? Because sometimes you have to end a speech early for whatever reason that is out of your control like someone tells you during your speech that we are running short on time. In this case you say your closing line and if it's a business speech end with the call to action meaning asking for the sale or listing your contact details or asking potential customers to approach you right now [strike while the iron is hot and while you have their attention].

Here are a few words to use to start the end your speech – and you can always use these as a crutch go to if, for some reason, your speech must end now. Here are 5 examples:

- 1: The bottom line is...
- 2: In conclusion...
- 3: And so The best solution or recommendation is...
- 4: Our next steps are....
- 5: We talked about [topic 1, topic 2, and topic 3 or whatever structure you used] and the best approach to take is....

[We will copy and paste the contents of yellow shaded boxes, such as this one, later in this guide when we create our slides.]

Lastly, please write your concluding sentence(s) here – you can combine several different ways to end your speech as mentioned over the last few pages. For example: “Per this image, the bottom line is... Please let me know if you have any questions or if you are interested in learning more about my product, please approach me after the Q&A* session is done. I want to conclude my speech by thanking you all for your time and....”

My concluding sentence(s) is(are):

Please write down additional comments, images etc that you might also want to say/include to end your speech by completing the applicable questions below. Please feel free to complete multiple questions below if you are considering ending your speech with more than 1 strategy.

(We will use your answers in this yellow box when we create our slides later in this guide book. If you are not yet sure which approach is best to end your speech, then answer a few of the questions below. Thanks):

1) If you are ending your speech by thanking people or organizations, then please write which people/organizations that you want to end your speech with here:

2) If you are ending your speech by ASKING FOR THE SALE, then please write how you want to ask for the sale here:

3) If you are ending your speech with a quote, then please write down the quote here:

4) If you are ending your speech with a relevant fact or personal story, then please write it down here:

5) If you are ending your speech with a historical event (that is relevant as always of course), then please write it down here:

6) If you are ending your speech with a bottom line concluding message, then please write it down here (please skip this question if you already included this in the very first question in this yellow box. Thanks):

7) If you are ending your speech with a powerful image, then please insert your image here:

INSERT
IMAGE or MEME
HERE

If you have any questions, please let me know. Thanks

CREATING A GREAT TITLE FOR YOUR CRISIS OR DELIVERING BAD NEWS SPEECH (IF APPLICABLE)

For this exercise – if your speech was a movie and you had to come up with a title, what type of movie would it be? Would it be a drama, a documentary, or a different genre of film:

Movie type: _____

Next, please recall the target audience of your speech and the purpose of your speech (from Part 1 and Part 2 respectively in this guide book).

Make sure your speech title covers at least 2 of the items from the C.I.D.E.R. categorization that we covered in Act 3, Scene 2.

Now please create 3 catchy titles that are 70 characters or less (as this is half the length of a tweet and you might tweet a 70-character intro to your speech):

Title a)

Title b)

Title c)

Now email 10 friends that are representative of the target audience of your speech and send them all 3 of your catchy titles listed above, along with the purpose of your speech and the audience and ask them to rank your titles (or pick the best one).

10 friends you will ask to rank your titles are:

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

9) _____

10) _____

Other notes or comments on the title:

[We will copy and paste the contents of yellow shaded boxes, such as this one, later in this guide when we create our slides.]

If you plan to use a title for your speech, then please enter the title that your friends liked best below (which is equal to or under 70 characters):

Title: _____.

If you have any questions, please let me know. Thanks

GETTING FEEDBACK ON YOUR CRISIS OR DELIVERING BAD NEWS
SPEECH CONTENT

Crisis or Delivering Bad News Speech Suggestion: For help with how to get feedback for your crisis or delivering bad news speech, please see the lectures in ACT 3: CONTENT: Scene 4: Getting Feedback & Testing the Presentation Content.

In this optional exercise, please write an article in LinkedIn on the topic you will be presenting on (if applicable). If you need help on how to write a great article on LinkedIn (or anywhere else), please watch my video on this topic at this website:

<https://youtu.be/xLFESYcag1k>



CRISIS OR DELIVERING BAD NEWS SPEECH EXERCISE GUIDE

Publish the article and watch to see how many views you get – relative to other views on your other LinkedIn articles. If you have never written an article on LinkedIn before, then publish your article and see if anyone makes comments or likes or shares the article. You can also send a link of your published LinkedIn article to your friends or colleagues that are representative of your audience and ask them for their feedback. After you publish your article in this exercise, consider going to www.SurveyMonkey.com and/or www.Fiverr.com and asking for feedback.

If you want, write down notes on feedback you have received on your content below:

Person or Source that Provided this Feedback:	Their Feedback is:	Why I Should or Should Not Change My Speech Content Based on their Feedback*:

** If you want, comment in this cell on if the feedback helps to improve your presentation content C.A.P. (C.A.P. stands for C.I.D.E.R., Audience and Purpose). Recall that C.I.D.E.R. stands for Convincing, Interesting, Different, Educational and Relevant).*

WRITING THE FINAL OUTLINE OF YOUR CRISIS OR DELIVERING BAD NEWS SPEECH

In this exercise we are going to incorporate the feedback from the last exercise (if applicable), and prepare our entire speech outline from start to end so that we can create your slides in the next Part of this guide too, which is called Part 4 OF 10: SLIDES.

Please take your time with this exercise as it is crucial for the slide creation process. If it feels like work or if you aren't in the right frame of mind to do this exercise, then please take a break and come back to this early tomorrow morning. Thanks :)

Step 1 of 5: [Optional] Presentation Title: Copy and paste the title of your presentation, which you created a few pages ago in this document.

Title:

Step 2 of 5: Starting Your Presentation: Copy and paste the way(s) in which you would like to start your presentation from the completed yellow shaded box from Part 3 in this document.

Starting Your Speech:

Step 3 of 5: The Content of your Presentation: Below this yellow box, please copy and paste the **"FINAL TABLE"** that you created earlier in Part 3 of this document after this yellow box. Thanks

Paste your **"FINAL TABLE"** that you created earlier in this document right here before the yellow box called Step #4. Thanks!



Step 4 of 5: Ending Your Presentation: Copy and paste the way(s) in which you would like to end your presentation from the completed yellow shaded box from earlier in this document.

Ending Your Speech:

Step 5 of 5: Please review the content that you just pasted into this entire exercise and reorder it or make changes until it feels like a solid outline. Please feel free to use the feedback you gathered from the previous exercise when changing the outline of your presentation. We will be using the contents from this exercise to make our slides later on in this guide book. Thanks

If you have any questions, please let me know. Thanks

PART 4 OF 10: SLIDES

WE WILL DISCUSS MAKING INCREDIBLE SLIDES USING MANY PROVEN EXAMPLES IN PART 4 OF THIS GUIDE. IF YOU ARE NOT GOING TO MAKE SLIDES FOR YOUR CRISIS OR DELIVERING BAD NEWS SPEECH, THEN PLEASE SKIP THIS PART OF THE GUIDE. THANKS.

Crisis or Delivering Bad News Speech Suggestion: For help with creating slides, please watch the lectures in ACT 4: SLIDES (Scenes 1 through 4)

CREATING YOUR CRISIS OR DELIVERING BAD NEWS SPEECH SLIDES
(IF APPLICABLE)

Please note: if you are not creating slides for your speech, then please skip this part.

Crisis or Delivering Bad News Speech Suggestion: For help with how to create slides (if applicable) for your crisis or delivering bad news speech, please see the lectures in ACT 4: SLIDES: Scenes 1 through 4.

If you want, download and use the presentation slides attached to this lecture or download any of the presentation slides in this course from Act 12, which is the additional resources section and contains many templates. Then, if you want, you can customize and change the presentation that you downloaded; my goal is to help you work smarter and not harder.

If you don't want to download a presentation from this course, then use templates provided in whatever presentation software or internet presentation program you want to use. All of major the presentation products have templates that you can use.

For more examples on how we created presentations and images and other content using many presentation and image and video and animation products, please watch the lectures in Act 4 Scenes 1, 2 and 3.

In addition, please watch some of the case studies from Act 4, Scene 4 if you want to use slides based on presentations I have already created and attached for you.

Again my job is to expose you to many different presentation options and help you work smarter and not harder.

Please copy the content from the yellow boxes that you created so far in this document and paste the copied content onto the slide template that you would like to use (again – please pick whatever template you like best from the 50+ templates attached to Act 12 in this course or the templates attached to this lecture).

Please remember to use a few (but not necessarily all) of the P.I.M.C.O. slide creation concepts that we discussed in Act 4, Scene 1. P.I.M.C.O stands for:

P for Pictures
I for Inspiration
M for Minimalism
C for Consistency
O for Original

If you have any questions, please let me know. Thanks

PART 5 OF 10: CONFIDENCE

WE WILL LEARN HOW TO BE IN PEAK CONFIDENCE MODE IN PART 5 OF THIS GUIDE.

Crisis or Delivering Bad News Speech Suggestion: For help with increasing your confidence for your speech, please watch the lectures in ACT 5: CONFIDENCE: Conquering the Fear of Public Speaking and Presentations.

CRISIS OR DELIVERING BAD NEWS SPEECH EXERCISE GUIDE

Optional Exercise: After watching the lectures in Act 5 of the course on confidence topics, please write down 10 reasons why/how you will have maximum confidence while delivering your crisis or delivering bad news speech:

1:

2:

3:

4:

5:

6:

7:

8:

9:

10:

Crisis or Delivering Bad News Speech Suggestion: For additional ideas/help with completing this optional exercise, please watch the second lecture in Act 9 called Getting in an Ideal, Confident and Relaxed Peak Mental State ("The Zone")

PART 6 OF 10: DELIVERY

WE DISCUSS HOW TO DELIVER YOUR CRISIS OR DELIVERING BAD NEWS SPEECH + USING THE BEST BODY LANGUAGE IN PART 6 OF THE COURSE.

Crisis or Delivering Bad News Speech Suggestion: For additional help with your delivery, please watch the lectures in ACT 6: DELIVERY: (Scenes 1 and 2).

Optional Exercise: After watching the lectures in Act 6 of the course on delivery topics, please write down 10 delivery topics to keep in mind during your crisis or delivering bad news speech:

1:

2:

3:

4:

5:

6:

7:

8:

9:

10:

PART 7 OF 10: Q&A

WE WILL DISCUSS HOW TO DO WELL IN THE Q&A SESSION OF YOUR CRISIS OR DELIVERING BAD NEWS SPEECH (IF APPLICABLE) AND HOW TO USE TRANSITION WORDS AND FRAMEWORKS TO ANSWER QUESTIONS (AGAIN, IF APPLICABLE TO YOUR CRISIS OR DELIVERING BAD NEWS SPEECH) IN PART 7 OF THIS GUIDE.

Crisis or Delivering Bad News Speech Suggestion: For help with answering questions and transition words, please watch the lectures in ACT 7: QUESTIONS (Scenes 1 through 4)

CRISIS OR DELIVERING BAD NEWS SPEECH EXERCISE GUIDE

ANSWER ANY QUESTION THAT YOU HAVE NO IDEA HOW TO ANSWER DURING YOUR CRISIS OR DELIVERING BAD NEWS SPEECH (IF APPLICABLE)

Please skip this part if it's not applicable to your speech. Thanks

Crisis or Delivering Bad News Speech Suggestion: For help with how to answer questions (if applicable) and using transition words for your crisis or delivering bad news speech, please see the lectures in ACT 7: QUESTIONS: Scenes 1 through 4.

I really want you to memorize and practice over and over and over again how to use the “I am lost template” (show below) because it really helps you to answer literally any question if you are stuck/lost. Repetition is the mother of all skill; please repeat using this framework over and over again.

Please memorize and record yourself practicing how to use these templates if you want:



Separately (and this is optional), practice using these templates to answer questions if you want to:

The Boston Consulting Group (BCG) Framework:



The Product Lifecycle Framework (the X axis is time and the Y axis can be revenue. i = introduction phase, g=growth phase, m=maturity phase and d=declining phase):



Porter 5 Forces Model Framework:



Finance M&A Model (optional – only review if you discuss finance topics thanks):



USING TRANSITION WORDS TO STRUCTURE YOUR LOGIC AND BUY TIME

You don't only have to use the transition words or the "buy me time" words that I mentioned in Act 7, but I want you to be ready to use them if you have a lot to say and you want to structure your logic or if you need filler words to buy you a little more time so you can think of the best way to answer the question. Also, there is a tactful way to express disagreement (per the video lecture).

Question #1: If you disagree with someone, rather than say "I don't agree with you," you might want to say:

"I used to feel that way, but I felt differently when I found out that..." [FEEL, FELT, FOUND OUT].

Question #2: You need to buy a bit more time in order to answer this question that the board member asks you: "*Please tell me why you haven't interviewed with our biggest competitor whose headquarters is very close to where you grew up?*" You could consider answering this question by prefacing it with a phrase like this that buys you some time:

"That's a great question; the reason that I haven't interviewed or ever applied to work for them is that[remember don't say anything negative about the competition]."

Question #3: You are about to provide a lengthy answer to a question that has 4 parts to it. Use transition words between the logic of your speech as follows:

"In terms of..."

"Moving on to..."

"Lastly, ..."

You can also start the first part of the answer with "I'll kick it off with...."

ANSWERING QUESTIONS THE PREEMPTIVE & LOGICAL STRATEGIC WAY

Please skip this part if it's not applicable to your speech. Thanks

Please create 5 answers to questions that audience might ask you and then consider their follow up question and answer their follow up question.

For example:

Fictitious Audience Question: *"Why did you attend X university?"*

Your Initial Answer: *"Because it has the best liberal arts program out of all of the universities that I visited."*

Follow Up Question from the Audience: *"What other universities did you visit?"*

Your Follow Up Answer: *"I also visited X and Y universities and I felt that...."*

Audience Question #1:	
Your Initial Answer to Question #1:	
Audience Follow Up Question:	
Your Follow Up Answer:	

Audience Question #2:	
Your Initial Answer to Question #2:	
Audience Follow Up Question:	
Your Follow Up Answer:	

Audience Question #3:	
Your Initial Answer to Question #3:	
Audience Follow Up Question:	
Your Follow Up Answer:	

Audience Question #4:	
Your Initial Answer to Question #4:	
Audience Up Question:	
Your Follow Up Answer:	

Audience Question #5:	
Your Initial Answer to Question #5:	
Audience Follow Up Question:	
Your Follow Up Answer:	

PART 8 OF 10: PREPARATION

*WE WILL DISCUSS HOW TO PREPARE AND BE AWARE SO YOU CAN DELIVER A
PERFECT CRISIS OR DELIVERING BAD NEWS SPEECH IN PART 8 OF THIS
GUIDE.*

Crisis or Delivering Bad News Speech Suggestion: For help with preparing for your speech, please watch the lectures in ACT 8: PRACTICE: How to Prepare (and be Aware) for Your Speech.

RECORDING YOURSELF PRACTICING & CRITIQUING IT :)

Crisis or Delivering Bad News Speech Suggestion: For help with how practice for your crisis or delivering bad news speech, please see the lectures in ACT 8: PRACTICE: How to Prepare (& be Aware) for Your Speech.

Please video record yourself giving your speech.

Then, please complete the following 3 tables based on the presentation and slides that you just created and video recorded. Please skip this part if it's not applicable to your speech. Thanks

Please answer the questions in the following 3 tables after you watched the video recording of yourself practicing your speech:

Table #1: Analyzing Your Presentation <u>C</u>ontent, <u>A</u>udience and <u>P</u>urpose (C.A.P.)		
Question	Answer Yes or No	If you answered No, how could you change the content of your presentation so that the answer is Yes and not No?
Was your overall presentation <i>content</i> <u>C</u> onvincing?		
Was your overall presentation <i>content</i> <u>I</u> nteresting?		
Was your overall presentation <i>content</i> <u>D</u> ifferent?		
Was your overall presentation <i>content</i> <u>E</u> ducational?		
Was your overall presentation <i>content</i> <u>R</u> elevant?		
Was your overall presentation <i>content</i> appropriate for your targeted <u>A</u> udience?		

Table #1: Analyzing Your Presentation <u>C</u> ontent, <u>A</u> udience and <u>P</u> urpose (C.A.P.)		
Question	Answer Yes or No	If you answered No, how could you change the content of your presentation so that the answer is Yes and not No?
Did your overall presentation <i>content</i> address the <u>P</u> urpose of your presentation?		

Table #2: Analyzing Your Presentation Slides (P.I.M.C.O.)		
Question: Did Your Slides Address at Least 2 of the P.I.M.C.O. Concepts?	Answer Yes or No	If you had fewer than 2 Yes answers in the previous column, then please look at your slides to see if you can make any changes in order to have at least 2 Yes answers in the previous column. Write down your changes here.
Did your slides have at least 1 <u>P</u> icture?		
Was there anything on your slides that was <u>I</u> nspirational (for example, a quote)?		
Were your slides <u>M</u> inimal (meaning not too many bullet points and words on each slide)?		
Were your slides somewhat <u>C</u> onsistent (meaning not too many different fonts, etc)?		
Were your slides <u>O</u> riginal (meaning different from other presentations that you have seen)?		

Again, please note that I recommend that your slides have 2 or more of the P.I.M.C.O. components. Thanks

Table #3: Analyzing Your Delivery and Confidence		
Questions: Please answer the questions below about your delivery. Thanks	Answer Yes or No or Not Applicable	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
Are you happy with how passionate you were in your delivery for the entire speech (meaning the start, middle and end)? <i>[If applicable]</i>		
Are you happy with how inspirational you were in your delivery? <i>[If applicable]</i>		
Are you happy with how you transitioned (structured) between topics (i.e., “moving on to” or “in conclusion?” etc).		
If your speech was over 10 minutes did you show enough images or a video or an animation?		
Are you happy with how little time you spent reading your slides? <i>[If applicable]</i>		
Are you happy with how you involved the [pretend] audience?		
Are you happy with the clarity of your speech (meaning not just your delivery but are you happy with the simple words you used....as big words lose some audience members)? <i>[If applicable]</i>		
Are you happy with how many times you paused (if needed for		

Table #3: Analyzing Your Delivery and Confidence		
Questions: Please answer the questions below about your delivery. Thanks	Answer Yes or No or Not Applicable	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
effectiveness) in your delivery? <i>[If applicable]</i>		
Are you happy with how you changed your tone in the presentation)? <i>[If applicable]</i>		
Are you happy with the speed at which you spoke (not too fast)?		
Are you happy with how much you used your hands ?		
Are you happy with how many people you made eye contact with in this pretend speech?		
Are you happy with how confident you appeared while delivering your awesome masterpiece of a speech? :)		
Other:		
Other:		

Please take note of how long that video presentation you just recorded was. Was is too long? If you have your speech written out you can go to this website in order to calculate how long your speech will be in minutes: <http://www.speechinminutes.com>

Use your smartphone or another timer device and have it visible in front of you when you present if you want to while you are practicing and on your big day too if you want. Please memorize the opening sentence. And then ending sentence as well. So you can hit the ground running and if needed, you can wrap up your speech early if you have to.

YOUR PREPARATION TO DO LIST FOR THE FEW DAYS BEFORE YOUR CRISIS OR DELIVERING BAD NEWS SPEECH

Please skip this part if it's not applicable to your speech. Thanks

Not all of the items in the table below will be applicable, but please write Yes or N/A for each item. There is also an optional comment box beside each item in case you have notes you want to write down. Thanks

Your Preparation To Do List for the Few Days Before Speech		
Here are your to do items in the days (or weeks etc) before your speech (if applicable):	Answer Yes or No or Not Applicable	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
Pack/bring an extra shirt, pants, jacket etc (don't forget to get your clothes dry cleaned a week or so before). Don't forget to wear clean shoes with soft bottoms so you don't make much noise as you walk on the stage.		
Pack/bring a steamer (I like it better than an iron) and NEVER iron your clothes the morning of. Do the night before.		
Pack/bring mints in case you speak with anyone after the presentation.		
Pack/bring a nutri bar and put in in your jacket pocket or laptop bag etc and eat an energy bar before you present.		
Pack/bring a bottle of water as they sometimes forget to give it to you		

Your Preparation To Do List for the Few Days Before Speech		
Here are your to do items in the days (or weeks etc) before your speech (if applicable):	Answer Yes or No or Not Applicable	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
when you present.		
Pack/bring business cards and product details brochures if applicable. Also bring a few cheap USB drives that have details on your product and give them to huge sales prospects if applicable.		
If your speech is early in the morning and you usually get up later, get up earlier for a few days before your speech.		
Pack/bring your ID as you might need it to get into the room or the building.		
Pack/bring a USB backup drive with your speech on it.		
Pack/bring your clicker and backup batteries for your clicker.		
Pack/bring your laptop and make sure your laptop is charged in case you can't plug it in. If the audio visual person tells you to use their laptop, be stubborn and politely say no.		
If you can, borrow or bring a backup		

Your Preparation To Do List for the Few Days Before Speech		
Here are your to do items in the days (or weeks etc) before your speech (if applicable):	Answer Yes or No or Not Applicable	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
laptop. Always bring your laptop with you on a flight and don't check it in (in case your checked luggage gets lost).		
Bring all types of cables to attach your laptop to a monitor just in case they don't have the right cables at the event. Don't be cheap, buy the best brand if you can and test it out before. If you can, buy the brand made by the company that made your laptop. We all know how buying cheaper iPhone or android chargers stop working after a while...you get what you pay for.		
If there is sound in your presentation, bring or borrow or buy small powerful speakers as a backup if you can (keep the receipt).		
Pack/bring a charged iPhone, android or tablet for a timer to use during your speech (you can put it beside your laptop screen if applicable).		
Bring the phone number of your contact for the event and keep your phone on ONLY before the speech...then please turn it off before		

Your Preparation To Do List for the Few Days Before Speech		
Here are your to do items in the days (or weeks etc) before your speech (if applicable):	Answer Yes or No or Not Applicable	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
you speak.		
Wear or bring layers of clothes in case the temperature is too hot or too cold.		
Buy ear plugs so you can sleep well the night before if applicable.		
Email your contact for the speech the day before to confirm.		
If you are speaking out of country, make sure you bring the appropriate electrical plug adapters.		
Bring markers for a whiteboard or bring a portable whiteboard etc if you want to in case you need to use it in the Q and A.		
Travel to the event the day before so you are familiar with the setting. Do you know where to park? Bring cash as well as some places where you park don't accept credit cards.		
Turn off annoying warnings on your laptop like security notifications from Symantec or McAfee and Windows or Apple Software Update notifications		

Your Preparation To Do List for the Few Days Before Speech		
Here are your to do items in the days (or weeks etc) before your speech (if applicable):	Answer Yes or No or Not Applicable	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
and all other notifications.		
Restart your laptop that morning and make sure you have plenty of space on your laptop so it can run faster and only have your presentation software program open.		
If you might use a browser during the Q&A make sure you have Wi-Fi access and open your browser in private mode if you want (the Wi-Fi code at conferences is often on the back of your name tag if applicable).		
Run a security software scan on your laptop the day before.		
Bring earphones and listen to whatever music gets you in a relaxed and peak state before you present.		
If you are flying to present, arrive way before...like at least a day before.		
Bring a notebook and a nice pen as you might need to write down a question that you can't answer so you can research the answer later that day and email people the answers or say		

Your Preparation To Do List for the Few Days Before Speech		
Here are your to do items in the days (or weeks etc) before your speech (if applicable):	Answer Yes or No or Not Applicable	If you answered No to any of the questions in the previous column, please write down what you need to do in order to turn that No into a Yes. Please note that if you answered Not Applicable, then skip that respective question(s).
you will put the answer that evening on your website to the audience. Of course provide your website address.		
Bring a classy/conservative bag to carry your presentation items in. Same thing with your suitcase if you are going to bring it to the event. Perception becomes reality in the mind of the audience when it comes to every single thing about your appearance.		
Bring aspirin or throat lozenges if needed.		

PART 9 OF 10: APPEARANCE

WE WILL DISCUSS WHAT TO WEAR + NUTRITION TIPS AND MORE IN PART 9 OF THIS GUIDE.

Crisis or Delivering Bad News Speech Suggestion: For help with appearance and nutrition for your speech, please watch the lectures in ACT 9: APPEARANCE: What to Wear + Eat + Sleep + Get into an Ideal State of Mind.

Optional Exercise: I recommend being extra formal for speeches and personally being more conservative than others when it comes to attire as it's the respectful thing to do. That being said, every organization and crisis or delivering bad news event is different. If you want, please write down notes on appearance etc in the space below (please watch the lectures in Act 9 of the course for more ideas). Thanks

1:

2:

3:

4:

5:

6:

7:

8:

9:

10:

PART 10 OF 10: POST PRESENTATION TO DOS

*WE WILL ENSURE THAT YOUR CRISIS OR DELIVERING BAD NEWS SPEECH
GOALS ARE MET (IF APPLICABLE) IN PART 10 OF THIS GUIDE.*

Crisis or Delivering Bad News Speech Suggestion: For help with post speech to dos (if applicable), please watch the lectures in ACT 10: POST PRESENTATION TO DO'S: Did You Accomplish Everything? If Not Then...

Optional Exercise: Please write down the purpose of your speech again (from the exercise in Part 2 of this guide).

The purpose/goal of my speech is:

If applicable, what do I need to do at the end of my speech (or in the days/weeks after my speech) in order to ensure that my speech goal/purpose was accomplished? If you want, please watch the lectures in Act 10 of the course for more ideas on post presentation to do's.
